



ASX ANNOUNCEMENT

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High visibility campaign to launch NEURIO products on Xiaohongshu (“Little Red Book”):

The Directors are pleased to announce a high visibility campaign to launch NEURIO products on Alibaba-backed Xiaohongshu (which translates as “Little Red Book”).

Xiaohongshu is a social media ecommerce shopping app based in Shanghai, targeting 18-to-35-year-old Chinese urban females. Users share shopping tips, swap fashion ideas and buy luxury, fashion and beauty products from overseas.

The NEURIO campaign will run from mid-July to mid-August. The campaign includes ten high profile internet celebrities promoting Neurio products and posting articles on Xiaohongshu.

In addition 100 selected consumers (leaders with strong Xiaohongshu followings) will trial Neurio products and post their views.

The following NEURIO products will be promoted and sold in the campaign and remain available for sale on the app when the campaign concludes;

- Lactoferrin Milk Powder
- DHA Algae Oil Softgel
- Probiotics drop drink
- Mushroom juice drink

“Xiaohongshu is now the most popular Chinese e-commerce platform for imported luxury products,” Executive Director Wilton Yao said. “This is the Neurio brand's first large scale marketing campaign on a major Chinese ecommerce platform and will greatly enhance the brand's market visibility as well as directly impacting sales.”

Anthony Crimmins
Executive Chairman

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