

## **NGS expands US retail presence with Healthy Edge Group distribution deal**

### **Highlights:**

- Agreement to distribute Healthy Heights® to The Healthy Edge network of 20 natural foods stores across four US states
- Initial purchase order to include three items from the Healthy Heights portfolio, with products available instore from September 2022.
- The Healthy Edge Group is a US natural foods stores that operates under multiple banners including Akins, Chamberlain's and Earth Origins Market
- Contract builds on NGS' retail strategy to grow its presence in the US, complementing the recently announced rollout of stock into 403 Walmart retail stores as well as agreements with Walmart.com and Kroger.com
- NGS on track for Healthy Heights® to be stocked in 420 physical stores through multiple retailers in the US by the end of Q3 2022

**22 August 2022 - Nutritional Growth Solutions Ltd. ("the Company" or "NGS", ASX:NGS)** a global nutrition company that creates scientifically formulated and clinically studied products to support growth development in children, is expanding its physical retail presence in the US through a distribution agreement with leading natural food store operator The Healthy Edge Group Inc. ("**Healthy Edge**" or "**The Group**")

The distribution agreement will see three items from the Healthy Heights® product range stocked through Healthy Edge's 20 natural foods stores in the US including Akins, Chamberlain's and Earth Origins Market.

An initial purchase order has been received by NGS to stock all the Group's stores that cover four Southeast and Midwest states, with Healthy Heights® available on shelf from September 2022.

The signing of this agreement complements the recently announced rollout of stock into 403 Walmart retail stores and places NGS on track to reach a US retail presence of 420 physical retail stores through multiple retailers by the end of Q3 2022.

Nutritional Growth Solutions CEO and Managing Director, Liron Fendell said, "Growing a brand's physical retail presence in the US is no easy feat. To sign with one of the US' longest operators of reputable natural

Nutritional Growth Solutions Ltd.

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foods stores is a testament to the work of our team, and quality product offerings that are safe, healthy and certified to the highest standards to support growth development in children.

“Healthy Heights® is now available through some of the country’s most reputable stockists including Walmart, Walmart.com, Kroger.com, Akins Natural Foods, Earth Origins Market, Chamberlin’s Natural Foods, Amazon, Ralphs.com and Smiths.com and places us on track to be stocked in 420 physical stores through multiple retailers in the US by the end of Q3 2022.

“Our retail expansion strategy in the US compliments adjacent strategies in the other markets in which we operate, that are designed to grow Healthy Heights® brand into a global household name in premium child nutrition.”

The agreement will commence immediately with products expected to start selling in stores stores during September 2022. There are no conditions to be met prior to its commencement. The agreement can be terminated by either party at any time. Whilst it is unable to quantify the revenue that may be earned from the agreement, the company deems the agreement significant since it is its first entrance into a natural foods store chain in the US.

*This announcement has been authorised for release by the Chairman and the CEO of Nutritional Growth Solutions Ltd.*

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For more information:

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**About Nutritional Growth Solutions**

Nutritional Growth Solutions is a global nutritional health company focused on the well-being of children. NGS develops, produces and sells clinically tested nutritional supplement formulae for children following 20 years of medical research into paediatric nutrition at Schneider Children’s Medical Centre, Israel’s largest paediatric hospital. The nutritional supplements market has experienced tremendous growth in recent years, but most attention has been focused on adult users and children under three years of age. The three to twelve-year-old consumers represent a larger market

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opportunity and NGS is highly differentiated from its competitors with clinically tested products and an expanding product portfolio to capture this market opportunity.

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