

## NGS TRADING UPDATE

**Nutritional Growth Solutions Limited (ASX: NGS) ("NGS" or "the Company")** provides the following trading update to the market:

### Q4 Revenue Outlook Update

- Q4 sales to date are tracking lower than expected. Elevated media costs and reduced advertising effectiveness through the U.S. Election period, significantly limited NGS's share of voice and decreased conversion rates of online B2C sales 0.69% down 22% compared to prior year.
- NGS now anticipates delivering between USD \$650k (AUD \$1.0M) and USD \$800k (AUD \$1.3M), down from prior guidance provided in NGS' Q2 FY24 Quarterly activities report projecting revenue was to exceed \$1M USD, driven by reactivating marketing efforts and inventory replenishment.
- While sales through Walmart, Target.com, and Kroger.com remained steady in Q4 to date, reduced sales performance on Amazon in particular impacted the Q4 result.

### Additional Ranging in Walmart

- Walmart has officially confirmed our supplier partnership with NGS until May 2026 as part of the annual range review
- In addition to the renewal of existing products, Walmart has committed to expanding NGS's product range, adding a third KidzProtein® product line to its shelves. The planogram will now include chocolate, vanilla, and strawberry flavours, enhancing NGS's presence in-store.
- Pipeline opening orders for the new product line are scheduled for April 2025, ahead of Walmart's May 2025 planogram reset date.

### International Expansion on Track

- Initial opening orders for China and Vietnam have shipped, marking a key milestone in NGS's international growth strategy. Registration of our Official Healthy Heights Flagship stores in China on Tmall, Douyin and JD are in process, with sales expected to commence once approved.

### Option Exercise by Shareholders

- Certain option holders have indicated their intention to exercise their options in December, valued at AUD \$250,000. AUD \$50,000 of this total coming from NGS's Managing Director, Stephen Turner. This demonstrates strong confidence in the Company's long-term prospects from its leadership team and shareholders.

NGS remains committed to its growth strategy and delivering value to shareholders, despite the short-term challenges impacting Q4 performance. The Company continues to see positive momentum in its key partnerships and international expansion efforts, positioning NGS for a strong 2025.

This announcement has been authorised for release by the Board.

For further information, please contact:

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### About Nutritional Growth Solutions

Nutritional Growth Solutions is a U.S.-based health, nutrition, and wellness company. NGS develops, produces and sells clinically tested nutritional supplement formula for children following 20 years of medical research into pediatric nutrition. 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 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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