

## NGS EXPANDS US RETAIL FOOTPRINT: LAUNCHES INTO WAKEFERN & INCREASED WALMART RANGING

### HIGHLIGHTS

- **Wakefern, a leading US grocery retailer, will range 4 Healthy Heights® products in ~300 stores.**
- **Potential annualised sales of ~USD 750,000 (~AUD 1.2 million).**
- **Walmart distribution expands from 762 to 972 stores with the addition of a third product line.**

**Nutritional Growth Solutions Limited** (ASX: **NGS**) ("**NGS**" or "**the Company**") **Nutritional Growth Solutions Limited** (ASX: **NGS**) ("**NGS**" or "**the Company**"), a health, nutrition, and wellness company headquartered in the United States, is pleased to announce its expansion into Wakefern, one of the largest grocery retailers in Northeast America. Wakefern has committed to ranging four Healthy Heights® products across ~300 stores, with the rollout expected to begin in Q2 CY25.

Wakefern is considered a showcase retailer, offering significant exposure to consumers in Northeast America. The annualised sales potential from this new account is estimated at USD 750,000 (~AUD 1.2 million), contingent on forecasted velocity rates being met. Beyond revenue, this launch enhances Healthy Heights® visibility in the grocery channel and is expected to serve as a catalyst for further retail expansion throughout the United States.

The new product launch is occurring outside the retailer's annual planogram reset, enabling an accelerated market entry. Vendor registration and setup are fully completed, and onboarding is progressing smoothly. Initial shipments are anticipated in April 2025, with a target of having all four products available in around 300 stores by mid-year.

### About Wakefern

Founded in 1946, Wakefern is the largest retailer-owned cooperative in the United States, comprising 50 member companies that independently own and operate 365 supermarkets under well-known banners, including ShopRite, Price Rite Marketplace, The Fresh Grocer, Dearborn Market, Gourmet Garage, Fairway Market, and Di Bruno Bros. The company has a strong presence across New Jersey, New York, Connecticut, Pennsylvania, Delaware, Maryland, Massachusetts, New Hampshire, and Rhode Island.

### Walmart Expansion

Additionally, Healthy Heights® 'Grow Daily®' High Protein Shakes for Kids continue to gain traction in Walmart. On the back of strong sales performance of the existing Chocolate and Vanilla flavoured products, Walmart has confirmed new ranging of a third flavour, Strawberry. Under the new retail planogram, Walmart has also increased the total points of distribution from 762 to 972, further strengthening Healthy Heights® presence in the US retail market.

Stephen Turner, CEO and Managing Director, commented:

“We are thrilled to be partnering with Wakefern as we continue to expand our US retail footprint. Wakefern is a showcase retailer, and we are pleased that they recognise the potential of Healthy Heights® brand. This launch marks an exciting step forward for NGS in the grocery sector, and we anticipate it will open doors to further expansion in the near future.

At the same time, we are pleased to announce continued growth with Walmart, where Healthy Heights® has performed strongly. The addition of a third product line and the expansion to 972 stores highlights the brand’s growing momentum and increasing consumer demand in the US market.”

*This announcement has been authorised for release by the Board.*

For further information, please contact:

Stephen Turner

**Managing Director and CEO**

steve@ngsolutions.co | steve@healthyheights.com

#### **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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