



Nuchev Expands into Vietnam Market with Oli6® Nutritionals Range

- Nuchev announces its strategic entry in the Vietnam market with the launch of its flagship brand, Oli6®
- Nuchev has executed the next phase of its 3-year distribution agreement with H&S Group, by opening a new sales channel in the emerging Vietnamese market
- The arrangements include partnering with local distributor Chau Dai Duong through H&S for exclusive marketing, sale and distribution of its Oli6® range of nutritionals products, including its awarding winning Oli6® Infant Milk Formula ¹
- The initial launch includes Oli6® Infant Formula range (stages 1-4), Immunity+ and OliGrow
- The Oli6® range has been registered for sale as English-label product
- This will be followed by the launch of NPD in the coming months, with OliGrow+ aiming to be launched by June 2025 and OliPure A2, to be launched in the later part of calendar 2025

Launching Oli6® in Vietnamese Market

Nuchev Limited (ASX:NUC) (**Nuchev** or the **Company**) is pleased to provide an update on expansion into Vietnam.

This expansion into Vietnam aligns with Nuchev's previously stated, strategic priority to broaden its market presence and deliver increased scale and diversification across ANZ, China and into South-East Asia. The Vietnamese market represents a significant growth opportunity due to its increasing demand for premium quality nutritional products and a strong preference for trusted international brands.

CEO of Nuchev, Mick Myers, said "We are thrilled to bring Oli6® to our Vietnamese consumers. Our commitment to high quality ingredients, safety and innovation that is Made in Australia resonates well with the needs and preferences of Vietnamese families. This launch marks a significant step forward in Nuchev's vision to become one of the most trusted Australian nutritionals business."

Nuchev's market entry strategy will leverage its existing distribution arrangements with H&S Group to effectively reach consumers and establish a strong brand presence in the emerging Vietnamese market. The Company's focus remains on providing high-quality goat milk-based nutritionals that meet stringent safety and regulatory standards, ensuring the well-being of consumers at every stage of life.

¹ Oli6® voted the "Number 1 Toddler Drink" and highest ranked by Product Review1 for the fifth consecutive year by ProductReview.com.au, Australia's first and most comprehensive consumer opinion site (online since May 2003). ProductReview is a platform where people can rate and review services and products and the shops that sell them.



As part of this initiative, Nuchev will continue to invest in consumer feedback and adapt its product offerings to local tastes and preferences, reinforcing the Company's dedication to enhancing health and wellbeing globally. The Company's successful track record and distribution arrangements with H&S Group in China's CBEC market has provided a solid foundation for a successful launch in Vietnam.

Speaking at the launch Hanoi on Wednesday 5 March 2025, Nuchev Chair, Ben Dingle, noted "the launch of Oli6® in the dynamic and rapidly evolving Vietnamese market has been made possible through the strong relationships the Company has with its key distribution partners. We are genuinely excited to bring Oli6® to a nation that cherishes health, family, and nutritional excellence."

The launch of Oli6® in Vietnam is expected to contribute positively to Nuchev's financial performance and deliver value to Shareholders, as the Company continues to execute its strategic growth initiatives.

For and on behalf of the Company

Mick Myers
Chief Executive Officer
Nuchev Limited

This announcement has been approved for release by the Disclosure Committee.

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About Nuchev Limited

Nuchev is an Australian-based Vitamin & Dietary Supplement business. Nuchev's products include those branded under Oli6®, Bio Practica and Medicine Tree and a number of globally recognised European brands sold under exclusive licence in Australia and New Zealand by bWellness primarily to practitioners as prescription only products. Oli6® is sold in the key Australian Pharmacy and Grocery channels, China and other overseas markets, online through the China Cross-Border e-Commerce (CBEC) and general trade retail channels. Nuchev is Passionate about Making Life Better and is committed to sourcing world class ingredients and manufacturing under industry-leading, Australian manufacturing facilities that ensure the best possible products for our consumers