



## Nuchev enters into Agency Agreement with H&S and Brauer

Nuchev Limited (**Nuchev** or the **Company**) is pleased to announce that it has entered into an exclusive sales agency agreement with Brauer Natural Medicines Pty Ltd (**Brauer**) and H&S Brand Corporation Pty Ltd (**H&S**)<sup>1</sup> in Australia.

### Summary of Key Terms

- Agency Agreement for sales in Australia of certain products produced by Brauer and H&S, including the Brauer, Skin Physics and Rapid Loss range (the **Brands**);
- Focus on Australian pharmacies, grocery stores, and health foods stores (Brauer and H&S will continue to manage online channels in Australia and overseas);
- Contract commencing in early May 2025 until 31 December 2025;
- Revenue received on a monthly basis from Brauer and H&S in the form of commission based on a proportion of sales made, with a minimum retainer to cover incremental costs associated with delivering services under this agreement;
- Potential to move to an exclusive Sales Distribution Agreement for the Australia and New Zealand (ANZ) market that would add to Nuchev's topline revenue and scale, subject to the parties reaching agreement on the terms.

### Business Objectives

In entering into this Agency Agreement, Nuchev will seek to leverage Nuchev sales and operations capability in ANZ and Brauer's brand equity, which is well established in the natural and complementary medicines sector. This will further expand Nuchev's product portfolio in Australia with the potential to expand further into New Zealand through its existing business relationships.

The market in Australia and New Zealand demonstrates ongoing consumer demand for natural, clean-label products. Brauer's product range aligns well with these trends, and the Skin Physics and Rapid brands further extend this opportunity and are sold through the same channels and key customers.

These products are family-oriented, complementing our existing product range and presenting some synergies across retail channels and the potential for cross-promotion.

### Background of the Brands

**Brauer** is an Australian-owned natural healthcare company that has traded for almost 100 years, with its origins dating back to 1929 as a small South Australian pharmacy, where founder Hermann Brauer prepared traditional homeopathic remedies. Over nearly a century, Brauer has evolved into a leading brand of complementary medicines, that are recognised for their gentle, family-focused approach.

Today, the brand specialises in natural and homeopathic formulations that are often supplemented by vitamins, minerals, and herbal extracts. Brauer's overarching goal is to provide gentle but effective solutions for common health issues for use in the treatment of infants, children and adults.

<sup>1</sup> Brauer Natural Medicines Pty Ltd ACN 008 016 242 and H & S Brand Corporation Pty Ltd ACN 600 895 332 are associates of H&S Investments Pty Ltd ACN 643 475 601, as trustee for the H&S Investment Unit Trust ABN 62 122 826 764 (**H&S Investments**), and H&S International (Aust) Pty Ltd ACN 621 762 285 (**H&S International**) (collectively **H&S Group**).



**Skin Physics** is an Australian skincare brand that focuses on high-performance cosmeceutical formulations designed to deliver visible anti-ageing results. Known for its flagship *Dragon's Blood* range, the brand combines scientifically backed active ingredients with natural extracts to target key skincare concerns such as wrinkles, firmness, and hydration. Skin Physics bridges the gap between science and nature, offering clinically tested, salon-quality skincare solutions that are accessible for everyday use.

**Rapid Loss** is an Australian meal replacement and weight management brand developed to support consumers on their journey toward healthier lifestyles. The brand's signature shakes are nutritionally balanced and formulated to help control appetite, support metabolism, and promote effective weight loss when used in conjunction with a healthy diet and exercise. Rapid Loss targets convenience and simplicity, providing easy-to-use solutions for people seeking to manage their weight without compromising on taste or nutrition.

Nuchev CEO, Mick Myers, commented:

*"Entering into this commercial, arm's length Agency Agreement is in line with the Group's purpose and growth focus, broadening our exposure to sales channels in the large and growing complementary medicines sector. This will add revenue and positive cashflows as well as leveraging our existing retail sales capabilities.*

*We see this as an opportunity to deepen our engagement with this segment in the market, with a view to becoming a distributor in ANZ for these Products in the future."*

For and on behalf of the Company

**Mick Myers**  
**Chief Executive Officer**  
**Nuchev Limited**

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

For further information please contact:

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#### **About Nuchev Limited**

Nuchev is an Australian-based Nutritional and Wellness 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, online in China through the China Cross-Border e-Commerce (CBEC) and general trade retail channels, and has recently launched in Vietnam, where it is sold offline through Mother & Baby stores, other retail outlets and through online stores. Nuchev is *Passionate about Making Life Better* and is committed to sourcing world class ingredients and industry-leading, Australian manufacturing facilities that ensure the best possible products for our consumers.