

York Street Brands Product Launch

Launch of Bouf Haircare – Powered by AN1's Proprietary Hair Regrowth Technology

4 June 2025

Anagenics Limited (ASX:AN1, "Anagenics" or the "Company") is pleased to announce that York Street Brands (YSB) successfully launched its highly-anticipated haircare brand, Bouf, on 27 May 2025. This product launch follows the multi-year technology licensing agreement signed between AN1 and YSB (announced on 24 July 2024), under which YSB secured exclusive access to AN1's clinically-validated hair regrowth formulations.

Based on Bouf's initial launch sales and trajectory, the agreement would represent a meaningful long-term royalty asset for Anagenics, significantly exceeding the minimum 10-year payments of \$4.5m.

About Bouf

Bouf is a modern, performance-led haircare brand focused on innovation, empowerment, and efficacy. The range leverages AN1's patented FGF5 inhibition technology to deliver real results in scalp health and hair vitality. Bouf products are now available through its website (www.bouf.com) and across Priceline pharmacies. Bouf achieved sales exceeding \$500,000 in the first week, placing it amongst the most successful new product launches in the Australian beauty industry. Bouf has built strong social media momentum (@boufhaircare), with official brand ambassador Indy Clinton having over 2 million TikTok followers.

York St Brands CEO Craig Schweighoffer said: "Bouf's success is a testament to the true effectiveness of the technology paired with our brand building expertise. We believe Bouf will be a major global brand and look forward to continuing and expanding the partnership with Anagenics".

Strategic Significance

This launch highlights the strength of AN1's licensing model and the ongoing monetisation of its intellectual property portfolio. It also demonstrates the ability of York Street Brands – a proven consumer brand builder behind BOOST LAB and tbh Skincare – to bring innovative formulations to market at scale. The royalty stream is expected to improve profitability and potentially scale further if Bouf expands overseas. AN1 retains the rights to continue marketing and growing its existing hair regrowth brands, including évolis®, within its owned-brand portfolio.

This announcement was authorised by the Board of Anagenics Limited.

For further information, please contact:

Sandy Beard
Chair, Anagenics Limited
P: 0412 308 263
E: sandy@xvgroup.com.au

Anagenics Limited (ASX:AN1)

Anagenics is a health, beauty, and wellness business growing shareholder value through the global distribution and sales of its proprietary and licensed brands of differentiated, clinically validated anti-aging solutions. BLC Cosmetics Pty Ltd is Anagenics' wholly owned subsidiary focused on sales and distribution of leading Australian and international brands of cosmetic and wellness products.

For further information, please see www.anagenics.com

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