

## ASX ANNOUNCEMENT

28 August 2025

### Biome Secures Strategic Distribution with Mecca and Go Vita

- *Activated Probiotics*® launches into Australia's leading premium beauty retailer Mecca and largest health food network Go Vita this month
- Mecca is synonymous for only ranging "best in class" products, adding *Activated Probiotics* as part of the launch of their new wellness category in their Melbourne flagship store
- Go Vita partnership provides access to Australia's largest health food distribution platform serving 500+ independent retailers

Microbiome health company *Biome Australia* (ASX: BIO) ('*Biome*' or 'the *Company*') is pleased to announce it has secured distribution with Mecca, Australia's leading premium beauty retailer, and Go Vita, the country's largest health food store network, to distribute its flagship *Activated Probiotics* range through two new networks of premium retail.

### Mecca Strategic Launch

Under the new distribution with Mecca, select *Activated Probiotics* products will launch in Mecca's revolutionary Melbourne flagship store this week at 299 Bourke Street, which opened this month as the world's largest freestanding beauty store. The 4,000 square meter flagship features a dedicated 220 square meter wellness hub - MECCA Apothecary - where *Activated Probiotics* will be positioned alongside a small number of wellness brands across gut health, stress management and hormonal balance categories, run by a team of health professionals.

Mecca's Melbourne flagship expects an estimated 50,000 weekly visitors, providing significant exposure for the *Activated Probiotics* brand. The partnership

marks *Biome's* first entry into premium beauty retail, opening up an entirely new channel and audience.

The Mecca flagship store validates the growing convergence of beauty and wellness, with gut health increasingly recognised as fundamental to skin health and overall wellbeing.

### **Go Vita Distribution Agreement**

The Go Vita partnership provides immediate access to Australia's largest health food distribution platform, with the complete *Activated Probiotics* range launching across Go Vita's network of 120+ independently owned stores nationwide. This agreement extends distribution through Go Vita's broader network serving 500+ independent health food retailers across Australia.

Go Vita represents a significant part of the Australian health food industry and features over 300 qualified practitioners, including naturopaths and nutritionists who provide professional product recommendations. This practitioner-focused approach aligns with *Biome's* "behind-the-counter" distribution strategy and clinical evidence foundation.

Both partnerships align with *Biome's* strategy to diversify distribution channels while preserving the practitioner-recommended model that drives superior margins and customer health outcomes.

### ***Biome Australia Managing Director and Founder Blair Norfolk said:***

*"These new partnerships represent a significant milestone in Biome's distribution evolution, extending our reach into premium retail channels that serve health-conscious consumers seeking evidence-based solutions. Mecca's inclusion of Activated Probiotics in their new wellness hub validates the growing consumer demand, clinical research foundation and premium positioning of products and brand. The Go Vita partnership provides access to Australia's most established health food distribution platform, leveraging qualified practitioners to recommend our condition-specific formulations. Combined, these partnerships accelerate our growth trajectory while maintaining the professional standards that differentiate Activated Probiotics in the marketplace."*

—ENDS—

Approved for release by the Biome Australia board of directors.

#### About Biome Australia Limited

Biome Australia develops, licenses, commercializes and markets innovative, evidence-based live biotherapeutics (probiotics) and complementary medicines supported by clinical research. Biome aims to improve health outcomes and quality of life, making products accessible through professional health channels.

Incorporated in Australia in 2018, Biome distributes locally and internationally. In partnership with leading microbiome research organizations, Biome produces unique live biotherapeutic products with innovative delivery technologies improving stability and efficacy for its flagship Activated Probiotics® range.

Supported by randomized double-blind placebo-controlled clinical trials, Activated Probiotics® help prevent and support management of various health concerns including low mood and sleep, bone health, iron malabsorption, mild eczema and IBS. Through practitioner-recommended distribution, Biome educates health professionals on gut microbiota's systemic health effects, providing evidence-based natural medicines for prevalent chronic health concerns.

For more information visit: [www.biomeaustralia.com](http://www.biomeaustralia.com)

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#### Forward Looking Statements

*This release contains forward looking statements, including projections, guidance on future revenues, earnings and estimates regarding Biome's future performance (Forward Looking Statements). Forward Looking Statements are provided as general guidance*



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**The Melbourne flagship store represents a transformational opportunity for health and wellness partnerships. Opened August 2025 at 299 Bourke Street, this 4,000 square meter facility is the world's largest freestanding beauty store [Power Retail](#) with projected first-year sales of \$80-100 million and expected 50,000 weekly visitors. The store features 200+ beauty brands, 300+ staff members, [Power](#)**

**[Retail](#)** and dedicated wellness destinations including clinical treatment rooms with dermal therapists. **[Power RetailWWD](#)**

MECCA Apothecary wellness hub spans 220 square meters exclusively within the Melbourne flagship, showcasing 15+ wellness brands across six categories including gut health, stress management, and hormonal balance. Professional services include naturopathy consultations, acupuncture, nutrition support, and ritual coaching priced at \$45-195. **[MECCA](#)** This positions Mecca at the forefront of beauty-wellness convergence, with plans to roll out wellness products nationally through the MECCA App.

## **Go Vita's health food network and distribution infrastructure**

Go Vita operates as Australia's largest health food group with 120+ independently owned stores representing 25% of all health food outlets nationally. **[LinkedIn](#)** The cooperative model provides collective buying power while maintaining local ownership, supported by a modern Sydney warehouse serving 500+ independent health food stores beyond the core network. **[LinkedIn](#)**