

ASX Announcement

30 March 2026

\$30m Danone, Rockcheck Strategic Partnership

30 March 2026. Beijing, China. Xenitra Limited (ASX:XEN) ("The Company") informs shareholders that they have entered into two agreements to significantly expand and formalise a strategic partnership with the Rockcheck Group ("Rockcheck"). The first agreement expands the sales of Danone's products to Rockcheck in the next year to \$30m AUD. The second broader agreement establishes Xenitra's Australian trading subsidiary as an authorised supplier to the multi-billion dollar conglomerate, opening an important B2B sales channel.

Highlights

- The Danone products supply agreement targets **sales of 140m RMB (~30m AUD)**, over a one year period, from 1 May 2026 to 30 April 2027.
- The company has been successfully working with Rockcheck, who are a key B2B customer since 2023, **with sales in FY26 to date of more than \$10m AUD.**
- The parties have an option to **extend the agreement for a period of a further 3 years** subject to successful completion of the first quarter of sales under this agreement.
- **Further product lines** suitable for sale through the Rockcheck, may be added to the partnership agreement moving ahead.
- The second agreement is a **supply framework agreement** that establishes Xenitra's Australian trading subsidiary as an authorised supplier to Rockcheck.
- Importantly, for Xenitra's brand partners, this framework agreement will mean that in addition to sales through Xenitra's established ecommerce network encompassing all major platforms in China, **our partners products will be able to be procured in Australia by Xenitra directly for B2B sales into the Rockcheck Group** companies in China.

Xenitra specialises in fast-moving consumer goods (FMCG), nutraceuticals and OTC Medicine products that are sold through established distribution channels spanning business-to-business (B2B) trading, retail distribution and all major ecommerce platforms in the Greater China market. The Nutritionals business unit has been a cornerstone of revenues for the past two years and the expansion of the relationship for supply of Danone products to Rockcheck cements a firm foundation to this business unit. The broader expansion of the strategic partnership via the Framework Agreement linking Xenitra's Australian trading subsidiary into the Rockcheck Group as a supplier has broader importance in establishing a meaningful value add for all the brands in the Xenitra sales ecosystem via this B2B sales channel.

The Company has emerged a period of change in board and management, including rebranding at the corporate level and rebasing fixed costs and is now well prepared for growth. This partnership is the first step in executing what is a now clearly defined strategy for driving towards profitability that will include exciting developments in our business model to accelerate value creation for our brand partners, customers and shareholders.

Chairman, Dr Anthony Noble said: "Further expanding our relationship with Rockcheck is a foundational step in our multichannel strategy in the China market. They are our most important nutritional products customer and growing sales in this segment is an important contributor to the company rapidly reaching profitable scale. Rockcheck has a deep and long standing expertise in the sales and marketing of high velocity nutritional products. The Danone range of products are the leading products in the infant formula market, which gives us great confidence that we will not just meet but exceed the sales targets in the agreement. We are looking forward to continuing the fruitful relationship with Rockcheck on this line and expanding into new lines and product types over the coming years.

"The validation of our Australian trading subsidiary as an authorised supplier directly to the Group is not merely administrative it is a step-change in our capacity to execute on high-volume B2B sales for the brands that we are bringing to market in China by offering products into what is a multi-hundred-billion dollar group of companies.

"I heartily congratulate Tracy Zhang, our Head of China, for spearheading this strategic partnership and delivering such pleasing sales results for the Company and our brand partners. It was my pleasure to visit Rockcheck and the Xenitra team in China for the signing ceremony and to see a company now energised and optimistic and poised for explosive growth."

About Rockcheck Group

Rockcheck Group is a major Chinese conglomerate headquartered in Tianjin, with origins in steel and now diversified across energy, logistics, technology, finance, and health and wellness sectors. The group has revenues in excess of one trillion RMB per year and has tens of billions of RMB in assets, with operations spanning China and international markets. Within its health business, Rockcheck focuses on nutritional and healthcare products, healthcare investment, medical research support, and also undertakes public health initiatives. It has deployed hundreds of millions of RMB into health-related activities as part of its broader "health and culture" strategy aligned with China's national priorities. Overall, Rockcheck's health strategy is a scaled, hybrid platform, combining capital investment, digital and real world capability as well as philanthropy to participate in and support growth of China's rapidly expanding health and life sciences ecosystem.

This release has been approved by the board of directors.

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About Xenitra Limited

Xenitra specialises in fast-moving consumer goods (FMCG), nutraceuticals and over-the-counter (OTC) medicine and personal care products that are sold through a channel optimised sales ecosystem including distribution channels spanning Business-to-Business (B2B) trading, retail distribution and all major ecommerce platforms in China. Xenitra is an established brand acceleration partner for western brands entering the Asian markets. Through our proprietary platform, we have a proven track record of delivering exceptional market integration, providing marketing insights and delivering sales velocity.

Forward Looking Statements

This announcement may contain forward-looking statements, including statements regarding: plans, strategies and objectives of management; anticipated revenue, products, and stores; operating costs; Chinese tourism; Governmental policies and preferences (both Australian and Chinese). Forward-looking statements can be identified by the use of terminology such as 'intend', 'aim', 'project', 'anticipate', 'estimate', 'plan', 'believe', 'expect', 'may', 'should', 'will', 'continue', 'annualised' or similar words. These statements discuss future expectations concerning the results of operations or financial condition, or condition or provide other forward-looking statements. These forward-looking statements are not guarantees or predictions of future performance, and involve known and unknown risks, uncertainties and other factors, many of which are beyond our control, and which may cause actual results to differ materially from those expressed in the statements contained in this presentation. Readers are cautioned not to put undue reliance on forward-looking statements. Except as required by applicable regulations or by law, the Group does not undertake any obligation to publicly update or review any forward-looking statements, whether as a result of new information or future events. Past performance cannot be relied on as a guide to future performance.