

ASX Announcement

21 April 2026

# Over \$100k sold in first week of OPAL Real World Asset (RWA) Tokenised launch of EZZ products under \$10m deal

**21 April 2026. Hong Kong, China.** Xenitra Limited (ASX:XEN) (the “Company”) informs shareholders that it has now **launched the EZZ range of products on the tokenised OPAL token sales ecosystem** with rapid uptake of more than \$100k of product sales to over 20 distributors.

Xenitra is pioneering a dynamic blockchain **tokenised sales ecosystem** in Asia, specialised in fast-moving consumer goods (“FMCG”), and has now launched the first range of products into the tokenised sales ecosystem and has issued the first OPAL tokens to customers buying EZZ products that have been sold under the **\$10m, 4-year global distribution partnership** with EZZ Life Sciences, that was previously announced to the market on 17 February 2026.

## Highlights

- **More than \$100,000 of initial sales** were generated within the first week after launch.
- **More than 20 distributors** have already been onboarded into the tokenised sales ecosystem.
- EZZ products are the first products that have been integrated into the **OPAL tokenised sales ecosystem** and are exclusively distributed globally by Xenitra.
- **The sales impact for Xenitra** of the tokenised products from EZZ under the Global Distribution Agreement **will be significantly higher** than the \$10 million offtake value of the contract, which represents the value of products procured from EZZ under the agreement, and are now being sold with high-margins through the tokenised sales ecosystem.



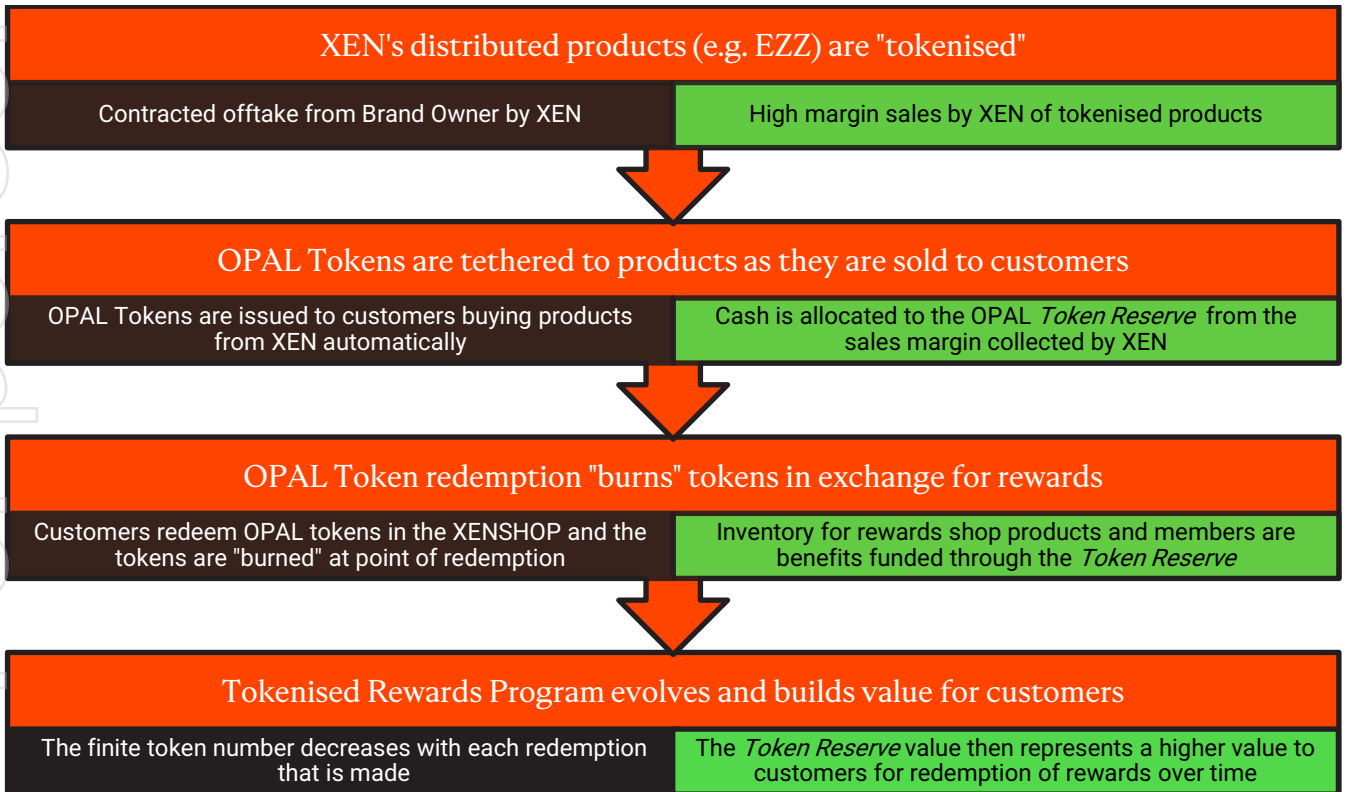
The Xenitra OPAL Tokenised EZZ products launch event was attended by more than 100 distributors and livestreamed by over 12,000 viewers

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*Tokenisation of real product sales drives a revenue flywheel*

- Product purchases drive **automatic distribution of OPAL tokens** tethered to the products.
- Tokens provide **utility within the rewards ecosystem**, increasing engagement and retention.
- Customers evolve from consumers into **active participants**, driving loyalty and repurchase.
- **A percentage of the sales value is retained** by Xenitra and invested in a *Token Reserve*.
- The model is designed to scale across **multiple brands and markets** as the program expands.
- The OPAL ecosystem is designed as a **self-reinforcing commercial flywheel** that will scale quickly with multiple new brands earmarked to launch in the ecosystem over the coming months.

**Schematic of tokenisation of the EZZ Products into OPAL Token sales ecosystem**



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**Chairman, Anthony Noble** said: *"The launch of our first tokenised products marks a significant milestone for Xenitra. Strong early uptake from our distributor network in China highlights the commercial potential of this strategy and provides early validation of the model.*

*"Xenitra is built on strong commercial foundations, including a resilient and diversified international supply chain, strategic brand partnerships, and a loyal and growing customer and distributor network. EZZ Life Sciences is an important foundation partner in this initiative, and we see meaningful scope to expand the tokenised ecosystem over time through additional brand partners, broader product categories and wider geographic reach.*

*"We believe tokenisation creates a compelling opportunity to deepen engagement, strengthen loyalty and broaden participation across our sales ecosystem. As the model evolves, it will also support the creation of valuable intellectual property in tokenised commerce and provide a pathway to international expansion.*

*"Importantly, this strategy is supported by established business fundamentals, including high-repurchase rate products, proven user networks across multiple markets and recurring sales momentum in major consumer markets."*

This release has been approved by the board of directors

*ends*

### *About Xenitra Limited*

Xenitra specialises in fast-moving consumer goods (FMCG), nutraceuticals, over-the-counter (OTC) medicine and personal care products that are sold through a channel optimised sales ecosystem including blockchain tokenised 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.

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