



ASX / BWX

## ASX Announcement

26 July 2016

### BWX LTD EXPANDS PRESENCE IN THE UK

Melbourne, Australia – BWX Limited (ASX: BWX) is pleased to announce that the UK's leading pharmacy, health and beauty retailer Boots, will shortly be carrying BWX's flagship brand Sukin.

Under the agreement, negotiated directly between Boots and BWX and due to commence in Q2 FY17, Boots will initially range 27 of Sukin's best-selling SKU's in approximately 80 of their highest turnover stores. In addition, 14 of these SKU's will be on shelf in a further 140 selected high street locations. The products will also be available for order from any of Boots 2,500 retail outlets as well as through their online store.

The products selected by Boots are comprised of several core range products, along with the popular Super Greens and recently released Oil Balancing ranges.

#### *About Boots UK*

Based in Nottingham, Boots UK is an integral part of Walgreens Boots Alliance, a global leader in pharmacy health, wellbeing and beauty with in excess of 13,000 direct outlets in 11 countries.

The group is also the largest pharmacy retailer in both Europe and North America.

BWX CEO, Mr John Humble said, "We believe this is a significant milestone in the development of our business in the UK. Coming so quickly on the heels of our recent success with Holland and Barret, where we are exceeding Holland and Barrett's initial sales expectations, we see this as a solid endorsement of our strategy in developing multiple export markets as well as our belief in the future of the Sukin brand, not just in the UK but throughout the EU."

Mr Humble went on to say, "The potential to generate significant revenues through this relationship is very real, for example, not only do Boots have 2,500 stores, they have a database of over 15 million active customers, 90% of which are women. The Boots App has been downloaded more than 2 million times in the last 12 months alone. Whilst the relationship is in its infancy we are already working closely together on building a substantial brand presence through the Boots network."

- ENDS -

## About BWV

ASX listed, BWV Limited is a vertically integrated developer, manufacturer, distributor and marketer of branded skin and hair care products with an emphasis on the natural segment of the beauty and personal care market.

The company owns, produces, and distributes under the Sukin, DermaSukin, Uspa, Edward Beale, and Renew Skincare brands.

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