

ASX Announcement

16 November 2020

BWX announces strategic partnership with THG

- BWX, owner of natural brands Sukin, Andalou and Mineral Fusion, signs agreement with THG, the global technology platform specialising in taking brands direct to consumers, to grow BWX brands in key engine markets
- THG's end-to-end ecommerce infrastructure, THG Ingenuity, will provide a full service solution including localised digital capabilities for taking BWX brands direct to consumers across Europe and Asia
- Initially targeting five priority markets, increasing to 14 markets in Financial Year 2022
- BWX has previously announced a revenue target of between A\$30-\$50 million for European region by the end of Financial Year 2023

Melbourne, Australia – BWX Limited (ASX: “BWx” or “the Company”) has today announced a strategic partnership with THG Holdings plc (“THG”), the global technology platform specialising in taking brands direct to consumers.

THG Ingenuity – the technology services division of THG Holdings plc – is a global proprietary technology platform specialising in taking brands direct to consumers. It offers BWX an end-to-end e-commerce solution and access to its digital platform and full service supply chain to build more meaningful scale for BWX's brand portfolio across Europe and Asia.

The collaboration will initially target five priority markets, before increasing to 14 markets by Financial Year 2022.

BWX has previously announced it is targeting revenues of between A\$30-\$50 million for the European region by the end of Financial Year 2023. The key building blocks to enable this growth, together with THG, include:

- Expanding the Sukin brand across all priority sales channels including Supermarkets and Hypermarkets, European Drugstores and E-Retailers, with Andalou Naturals to follow in FY22;
- Driving brand activity via direct-to-consumer channels to enhance the European shopper's journey, targeting five markets in FY21; and
- Re-positioning the Sukin brand for the European market, maximising our Australian provenance and the A-Beauty trend across Europe.

BWX's Group Chief Operating Officer, Rory Gration, said the partnership was important for bringing BWX's product innovation to more consumers at a time when the Natural beauty category is thriving.

“We are delighted to announce our partnership with THG, as we leverage the already-strong consumer connection to our brands Sukin and Andalou Naturals in the UK market over recent years.”

Combining BWX's house of Natural brands and insights with THG's digital brand services, cross-border expertise and sophisticated technology means we can build more meaningful brand footprints in what is a fast-evolving retail environment."

THG Ingenuity's CEO, John Gallemore, said:

"We look forward to partnering with BWX and helping to power their natural beauty brands in new markets. Ingenuity, our proprietary technology platform, will offer a complete end-to-end service for BWX, taking their market-leading brands to new customers in Europe and Asia."

-ENDS-

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THG (www.thg.com) is a vertically integrated digital-first consumer brands group, retailing its own brands, in beauty and nutrition plus third-party brands, via its proprietary technology platform to an online and global customer base. THG is powered by THG Ingenuity, its proprietary end-to-end e-commerce technology, infrastructure and brand building platform.

THG Ingenuity: Provides an end-to-end direct-to-consumer e-commerce solution for consumer brand owners under Software as a Service licences, in addition to stand-alone digital services, including hosting, studio content and translation.