

ANAGENICS

2024 AGM

26 November 2024

ASX:AN1



Anagenics is developing a portfolio of innovative health, beauty, and wellness brands and solutions

THALGO
LA BEAUTÉ MARINE

PRIORI[®]

/skin
regimen/**Lx**

[comfort zone]
conscious skin science

u s p a .

évolis[®]

ALPHA+

MANDA

FY24 – Turnaround Year

Completed Strategic Review

- Extensive review produced roadmap to profitability via overhead reduction & business simplification

Commenced Operational Restructuring

- Brand portfolio rationalisation
- Focus on move to positive cash flow

Simplified Balance Sheet

- Completion of \$1.3m share placement in February 2024
- Reduction in legacy liabilities
- Year-end cash balance of \$1.6m

Evolved Royalty Agreements

- Negotiated multi-year exclusive agreement with York Street Brands (signed in July 2024)
- Advangen Japan early settlement

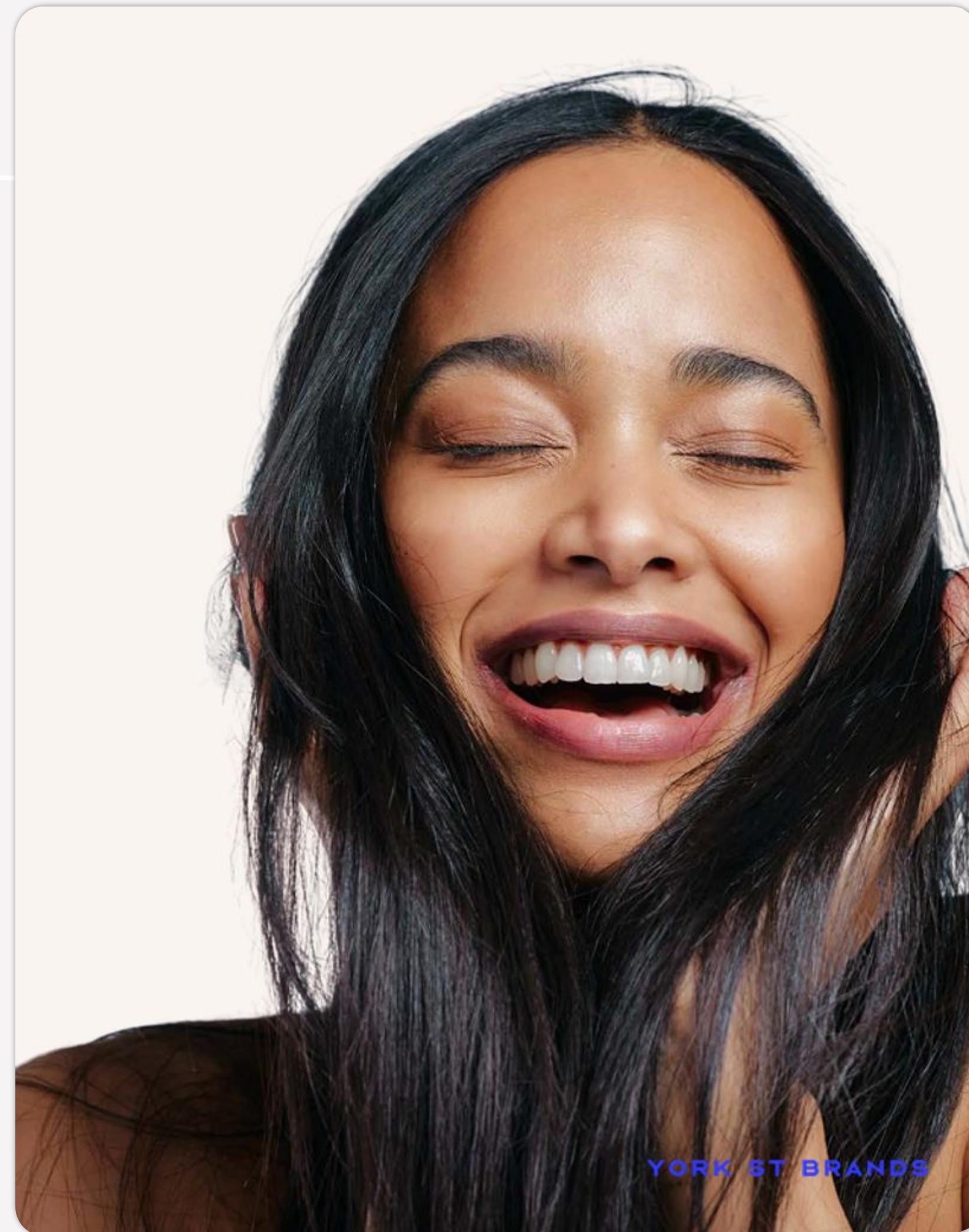


FY25 – Embedding Gains

In the first five months of FY25, Anagenics has:

- Rationalised the brand portfolio, which has improved profitability and working capital management
- Signed a multi-year exclusive agreement with Sydney-based York Street Brands for access to Anagenics' hair regrowth technology and products, targeting a minimum \$4.4m over 10 years
- Disposed of the loss-making Face MediGroup, which has reduced Group overheads and complexity
- Largely completed the operational restructuring, **with benefits including annualised cost savings of \$2.5m**
- Monetised royalty agreements, and targeting new agreements, **with the first \$200k in royalties received from YSB**
- **Received \$340k of short-term funding in October 2024**

Management and the board are focused on building on these gains in order to entrench long-term profitability and maximise shareholder value, alongside lifting the suspension of the company's shares



Going Forward

With the business restructure now largely complete, the management and board of Anagenics are focused on:

Achieving and maintaining profitability

- Based on recent cost improvements and royalty wins

Reinforcing royalty revenue streams

- Targeting new agreements per the recent York Street Brands deal

New brand releases

- Including Manda in November 2024

Actively pursuing accretive acquisitions

- To contribute revenue alongside the newly streamlined cost base



A woman with dark hair pulled back, smiling, is shown from the chest up. She is holding a white, cylindrical bottle in her right hand, tilted so that a small amount of clear liquid is dripping from the opening. Her left hand is held palm up, ready to catch the liquid. She is wearing a light-colored, thin-strapped top. The background is a solid, dark brown color. The text "Key Brands" is overlaid in the center of the image in a white, sans-serif font.

Key Brands

Key Brands – Beauty

Thalgo



French Marine Skincare founded in 1964, specialising in products made with algae and marine extracts

Comfort Zone



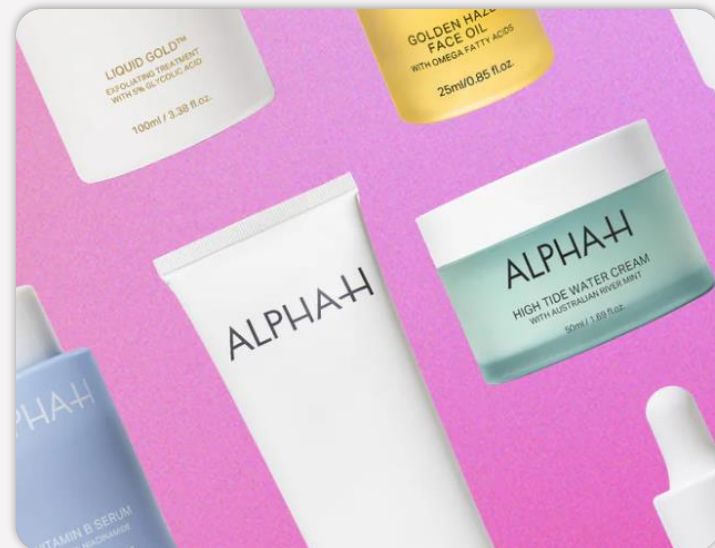
Italian vegan & highly concentrated natural skincare with over 25 years in the spa and wellness sector

Priori



Pioneer in biotech-based skincare innovation; looks at skin's biological structure & metabolism and sources disruptive ingredients %molecules

Alpha-H



Pioneer of glycolic acid with an extensive line of exfoliating solutions

Skin Regimen LX



Formulated with high-tech, natural ingredients and a proprietary Longevity Complex™; scientifically proven to protect skin cell longevity, therefore, delaying cell ageing rate by 80%¹.

uspa.



Founded in 1995 in Melbourne on the belief self-care is an art form; crafting a spa range that went beyond the surface, offering the promise of a sensory journey.

1. Independent laboratory, in vitro test of the ingredient on fibroblasts, B-galactosidase quantification.

Key Brands – Hair

Manda



Products are formulated for daily rituals that promote strong, vibrant hair, especially for those with long hair or those aspiring to grow it longer. Each product is a step towards not just looking good, but feeling empowered and connected to a tradition of quality and care.

Evolis



Anti-ageing hair care collection focused on harnessing the latest scientific research to give thicker, stronger, healthier hair. Their scientists are hair biologists, who have developed patented formulas based on clinical studies with real results on real people.

A close-up photograph of a person's face, focusing on the nose, lips, and freckles. The skin is fair with numerous small, light brown freckles scattered across the nose, cheeks, and upper lip. The person's eyes are closed, and their lips are slightly parted. The text "Value Proposition" is overlaid in the center of the image in a white, sans-serif font.

Value Proposition

Value Proposition

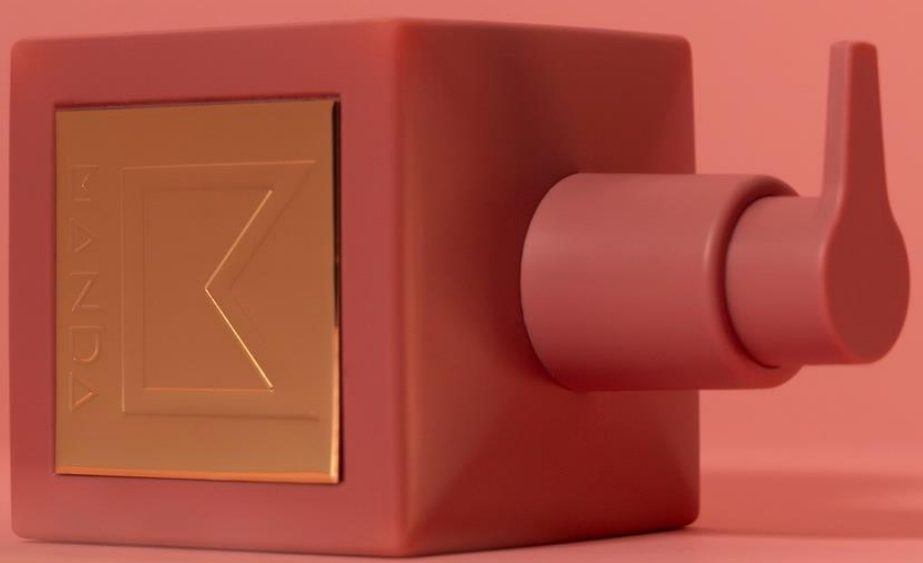


Owned Brands

Key Strategic Growth Pillar
Includes USPA & Evolis IP, Manufacturing, cross category product development potential, high margin, Australian made.

New Brands

Commitment to “Exclusive House of Brands” Strategy
2025 launch of premium Norwegian haircare brand Manda.
Ongoing commitment to health and wellness industry, aligned brand partnerships and product innovation and expanded offering for clients and consumers,



Exclusive Wholesale Distribution

Simplified Business Model
Valued longstanding partnerships with Thalgo, Comfort Zone, and Priori and together growing market share and positioning BLC as the leading distributor of professional products and services across all channels.

Value Proposition

Strong Network

Delivering our Brands to the Consumer

380 loyal and passionate salon and spa partners, 7 professional 'E-tailers' and BLC owned websites to support our exclusive brands and strengthen unique brand positioning in the professional market.

Global Licensing Deals

Long Term Royalty Income Steam

2024 consolidated strong strategic partnerships & royalty agreements with Roquefort Therapeutics and York St Brands



YSB

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