

Fast Facts



ALRPD
EURONEXT
GROWTH



- Overview
- Management
- Board of Directors
- Corporate Governance

GROWTH STRATEGY

Expanding Focus on Growing Capital Markets and increasing US and European distribution footprint for its flagship product portfolio

Business Description: Dedicated to the development and distribution of premium, science-based health and wellness brands across the globe, Rapid Nutrition shares a wealth of award-winning products with consumers who are passionate about innovations that are “made by nature, refined by science.” Rapid Nutrition’s first-class scientific team matches the experience of its management team to keep both the company and consumers on top of the latest industry trends and developments, while aligning with industry leaders worldwide to deliver effective supplements and solutions. Rapid Nutrition aims to be the supplier of choice globally by offering premium brands with the highest-quality ingredients to deliver maximum results.

Current focus markets for the company: The America’s, Asia, Europe and the United Kingdom, while it also is expanding its market presence in its native Australia market and via other export opportunities. North America accounts for nearly half of the multi-billion dollar global weight-management market, and has shown favourable end-user trends due to an expanding obese population and largely recession-proof market demand. It is the largest contributor to Rapid’s revenue line. Asia Pacific represents the largest growth opportunity in the global weight-management market.

Competitive Advantage: Well poised to establish a robust foothold in its target markets, driven by product differentiation, distribution and marketing. The company’s product portfolio utilises evidenced-based science to select ingredients with health and well-being benefits. It then develops certified products that are designed to appeal to personalized market segments and that can be marketed through both brick-and-mortar and online distribution channels.

Management: Experience leadership team, lead by Simon St Ledger. Mr. St. Ledger who was named a finalist for the 2012 Brisbane Young Entrepreneur Award. In recent months, Rapid has made additional hires to its senior leadership team, including new Advisor Carl Seletz, an international brand, retail and operations leader, to help execute its international sales growth strategy and Dr David Hunter Ranked as the world’s leading expert in osteoarthritis on expertscape.com

- Recent Developments:** Noteworthy annual highlights
- Further expansion of the company’s global distribution in China
 - Continued growth through the company’s direct-to-consumer channels
 - Initiated preparations to launch a significant patented Herbal Immune Booster for Travellers designed to help relieve symptoms of colds and the flu.
 - Q4 launch of customised Vitamin Packs
 - Proven track record
 - Continued focus of driving science-driven product innovation
 - Successfully listed on Euronext, Paris

Key Statistics:

| | |
|-------------------------------|------------------|
| Symbol: | ALRPD:FP |
| Shares Outstanding: | 4,785,474 |
| SIC – Industry Classification | Consumer Staples |

For more information, please visit <http://rnplc.com>

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as at 16th January 2024

Forward-Looking Statements

This media information contains forward-looking statements made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995 that involve risks, uncertainties and assumptions that could cause Rapid Nutrition PLCs actual results and experience to differ materially from anticipated results and expectations expressed in these forward-looking statements. Rapid Nutrition PLC has in some cases identified forward-looking statements by using words such as "anticipates," "believes," "hopes," "estimates," "looks," "expects," "plans," "intends," "goal," "potential," "may," "suggest," and similar expressions. Rapid Nutrition PLC undertakes no obligation to release publicly the results of any revisions to any such forward-looking statements that may be made to reflect events or circumstances after the date of this press release or to reflect the occurrence of unanticipated events, except as required by applicable law or regulation.

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