

# Made by nature, refined by science

Rapid Nutrition is a natural healthcare company focused on research, development and production of a range of evidenced-based nutrition.

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# About Us

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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 development 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.

The Company’s core business is the creation of organic and natural scientific-based health food supplements and building them into recognised brands. This is achieved by establishing strong distribution channels globally. The Company then leverages these distribution partnerships by introducing its expanding product portfolio into these channels supported by strong marketing initiatives and media partners in each market.

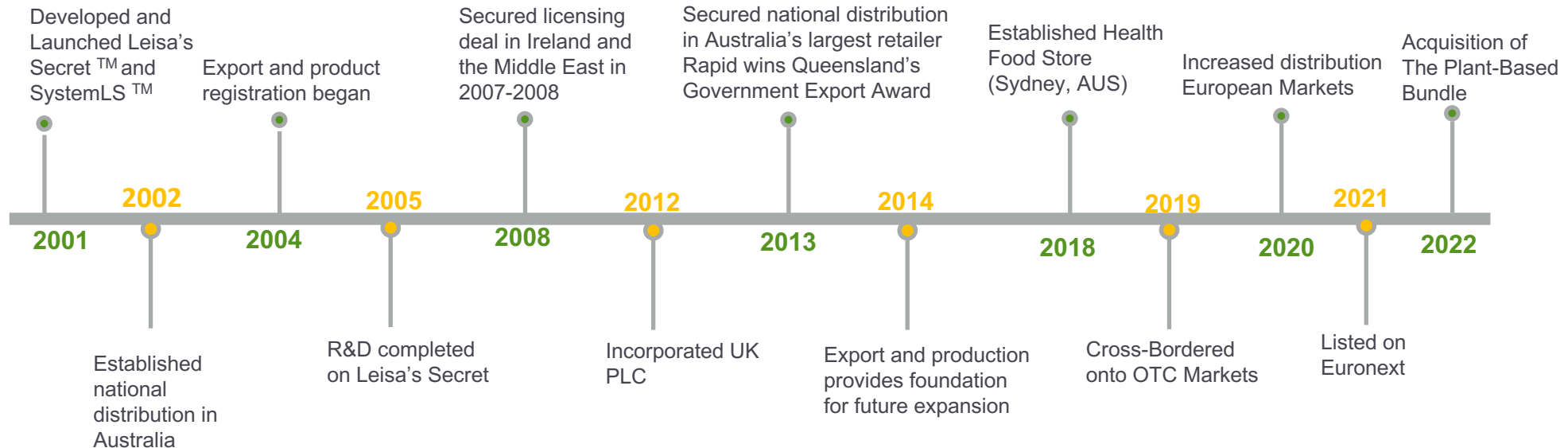
We aim to be the supplier of choice globally by offering premium brands with the highest-quality ingredients to deliver maximum results.

**A high growth company underpinned by a proven track record**



# Key Milestones







Between 2004 and 2014, Secured export sales and or product registration in the multiple countries including China, Korea, Singapore, Thailand, India, Ghana, UK, Ireland, Poland, Czech Republic, Turkey, South Africa and USA



R&D on Leisa's Secret took place between 2001 and 2005



# Company Structure

-  **RAPID NUTRITION PLC** is the parent company publicly listed on Euronext Growth Exchange, Paris & OTC Markets in the USA.
-  **RAPID NUTRITION CANADA INC.** is a non-operating company which holds CDS eligibility.
-  **RAPID NUTRITION PTY LTD** is the main operating company of the business.
-  **THE PLANT-BASED BUNDLE PTY LTD** a vegan influencer business.
-  **RAPID NUTRITION ASIA PTY LTD** operates the companies 'brick & mortar' health food store in Sydney.
-  **RAPID NUTRITION SCIENCE PTY LTD** holds the patent and IP for the Anti-viral formula 'Cold & Flu'

# Board of Directors



## **Simon St Ledger** – Executive Director and CEO

Simon St. Ledger has been a personal trainer and dietary consultant, and has advised to numerous health clubs and organisations. In the two decades that he has been in the industry, Simon St Ledger has managed national fitness equipment suppliers, and was chiefly responsible for the establishment of the Australian National Weight Loss Clinic. Mr St Ledger was named a finalist for the 2012 Brisbane Young Entrepreneur Award. Simon St Ledger also made the Company worthy of the 2013 Premier of Queensland's Export Award in the Health and Biotechnology category. This recognition earned the Company a place in the national finals of the 51st Australian Government Export Awards, representing Queensland in the small business category.



## **Shayne Kellow** – Non-Executive Director

Shayne Kellow brings with him more than twenty-five years of experience in institutional and business development, corporate finance and international sales. He has first-hand experience in establishing global distribution networks within the healthcare industry, in particular South-East Asia, Middle East and the Americas. Previous roles include Business Operations Manager of the Australian Business Development Centre which involved mentoring and advising Business Startup for more than 250 new businesses. He was the Founding Director of Elmore Oil, a successful healthcare company manufacturing and distributing natural lotions with therapeutic benefits to more than 12 countries.



## **Jeffrey Reingold** – Non-Executive Director

Jeffrey Reingold boasts extensive experience in media and marketing for international businesses and organisations. He excels at reaching broad audiences, promoting brands and filming with a focus on health and wellness. Reingold launched his career in North America, a key market for Rapid Nutrition, working for Metro-Goldwyn-Mayer/United Artists. Jeff's outstanding experience in working with corporations of all sizes and using marketing to expand reach and networking make him the perfect addition to the board.

# Management



## **Carl Seletz – Advisory Member**

Carl is an accomplished global brand, retail and operations executive with over 35 years of experience as a strategic member of corporate leadership teams. Carl most recently served as Chief Global Officer for global health and nutrition provider GNC from 2019 to 2021. In that role, he led the company's retail, wholesale, distribution, digital, ecommerce and business development functions for the international division. In addition, he has led retail and wholesale ventures for prominent global retailers including Gap Inc., Abercrombie & Fitch, Victoria's Secret, and Bath & Body Works, among others. Carl is a graduate of Carnegie Mellon University with a degree in professional writing and communications.



## **Juston Jirwander – General Manager Australia**

Juston is a serial investor entrepreneur with over 20 years experience. Juston began his career as a Chartered accountant with WHK Horwath. He was elected as Director and then Chairman of Go Vita Distributors Limited for 15 years, Australia's largest Health Food Co-op. Juston was later contracted to Healthy Life a subsidiary of Singapore Listed Company EYSI as Executive Chairman, successfully sourcing an investing partner.



## **Leisa St Ledger – Product Brand Manager Australia**

Leisa was a police officer for eight years with a vast knowledge in health and nutrition. Leisa is the founder and creator of Leisa's Secret® and SystemLS™. She is the driving force behind the significant amount of media attention the company and its products have attracted which has supported growth and created interest from large international organizations. Leisa is an integral part of the success of the company's brands and her personal involvement, educating and inspiring her customers has allowed her to connect closely with many of her customers and success stories.

## Entrepreneurial, led team



# Management



**Dr David Hunter**– Scientific Advisory Board Member Australia

Dr. Hunter is a professor of Medicine at the University of Sydney, where he serves as the Florance and Cope Chair of Rheumatology and Chair of Institute of Bone and Joint Research. Ranked as the world’s leading expert in osteoarthritis on expertscape.com, Dr. Hunter has researched the effects of obesity on joint pain, making him an ideal addition to the wellness company’s board. Dr. Hunter is also a staff specialist at Royal North Shore Hospital.



**Ruth Kendon**– Head of Research and Product Development Australia

With degrees in Botanical Medicine and Naturopathy and 30 years’ experience in the industry, Ms Kendon is a practicing naturopath and herbalist based in Sydney. Ms Kendon has worked closely with patients, manufacturers and industry leaders, as well as liaising with government regulators. She recently developed the anti-viral therapy Azurene. She previously served on the board of directors of the Natural and Herbalists’ Association of Australia , and in 2015 was made a Fellow.



**Michael Zhu** – Chief Financial Officer, Member of the Institute of Chartered Accountants

Michael Zhu has more than ten years’ experience in working with small and medium sized businesses. Mr Zhu’s career started with a medium size Charter Accountant firm working for clients from different industry background. He is now operating his own accounting practice and consulting firm and acts as CFO for number of his clients.

**Experienced, results driven team**

# Investment Proposition



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Why Invest?

Diversification  
Scalable

Acquisitive

Intellectual  
Property

Strong Team

Why Listing?

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- **Life sciences and nutraceutical space** – quality control, strong value chain, established revenues and scale with efficacy
- **Strong track record** - of value creation driven by capital discipline and a focus on returns
  - Global Distribution - high quality partners
  - Diversification of product portfolio into new categories
- **Industry-specific consolidation** - key growth driver, acquiring successful synergistic businesses; assets producing sound cash-flow and complementary to the business
- **IP- trademarks, registrations and patents** - supported by strong branding and global reach and growing Product Portfolio
- **Experienced Management Team** - Management are also owners
- **To fund growth** - Rapid is at inflection point and growth is expected in across the business
- **Market Size** – Well positioned in a rapidly growing global market

## Poised for Growth

# Growing Product Portfolio

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Dedicated to the development and distribution of premium, **evidence-based health and wellness brands** across the globe with a focus on in-house development of cutting-edge natural science.

Rapid Nutrition shares a wealth of award-winning products with consumers who are passionate about innovations that are **“made by nature, refined by science.”**

### About System LS

Amazing nutrition, morning, noon and night: wake up to a glass of great tasting greens, supercharge your favorite recipes or simply toss it in your bag on-the-go.

### NEW OPTIMISED PACK

We carefully redesigned our packs and formulas for better performance and advanced nutrition.

Vegan Protein **CHOCOLATE**

Greens **BERRY**

Whey Protein **CHOCOLATE**

LIVE NOW

### Visit Our **New Website**

[www.systemls.com](http://www.systemls.com)

### Unlock Your Best Physique

Designed to provide you with the perfect solution to reduce excess water retention, prevent cramping, and support your journey towards a leaner.

1 Capsule    2 Times Daily

### We Help You Achieve Your Goals!

- Weight Management
- Energy
- Overall Health
- Fitness





## INDICATIONS:

Azurene Immunity Boost Traveller contains a **patented blend** of traditional Western herbal remedies to reduce the severity and duration of symptoms of mild upper respiratory infections, such as common colds and the flu. Ashwagandha and Andrographis have been added to boost immune defences and reduce the occurrence of mild upper respiratory tract infections, as well as sore throat, while travelling. Ashwagandha has also been used for centuries in Ayurvedic medicine as a convalescent tonic, and to help the body cope with stress, which travelling often induces.



**For Symptoms Of Sore Throat, Colds And Flu. A Strong Immunity Boost For Travellers**



RAPID NUTRITION INTRODUCES

# Personalised Vitamin Packs, Tailored To Meet Individual Health Needs And Goals.



This innovative approach empowers customers to take control of their well-being by receiving customised nutrient blends delivered conveniently to their doorsteps.



### Convenient Delivery

Online platform simplifies the process, delivering customised packs to customers' homes.



### Support For Wellness Goals

Packs are designed to support energy, athletic performance, cognitive function, and immune strength.



### Sustainability Focus

Eco-friendly packaging materials promote environmental responsibility.

## Custom Vitamin Packs

Unlocking Personalised Nutrition

[Build My Pack](#)



CHOOSE **UP TO 5** DIFFERENT VITAMINS

# Growing Product Portfolio

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- 🌿 Azurene™ is the product of several years of research, including in-vitro testing, scholarly literature and continuing clinical trials ahead of product launch.
- 🌿 The antioxidant helps protect cell and tissues from the damaging effects of oxygen and free radicals providing relief for cough of colds and bronchitis.
- 🌿 Innovation Patent granted since 2016.
- 🌿 The Invention is a broad-spectrum prevention treatment and relief of the common cold and flu.



<https://vimeo.com/422756337>

**New Oral Anti-Viral Therapy to help combat flu & Common Cold**

# Competitive Advantage

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- **Evidenced-based Science:** Our formulas are tried & tested, containing proven and effective dose of each ingredient
- **Certification:** Our products are extensively *certified* (i.e. *Organic, Gluten Free, Vegan Free, Non-GMO Verified, Eco Certified, EU/Non EU agriculture*)
- **Intellectual Property:** Brand supported by a highly interactive and unique *Mobile app* offering personalized one-on-one video coaching, extending the customer experience. Aftermarket excellence and sell-through is now a planned part of the total shopper experience with our retail partners
- **Personalized:** Our brands go beyond a great product and offer a ‘personalized story’ behind the brand, resulting in attracting significant mainstream media attention and a brand you can ‘trust’
- **Credibility:** Award winning, innovative product formulations





# Awards



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- Awarded – Entrepreneur Grant 2021 & Innovation Grant 2020
- Finalist – Product of the Year 2017
- Finalist - Health & Biotechnology Awards 2016
- National Finalist - 51st Australian Export Awards 2013
- Winner - The Premier of Queensland's Export Awards 2013
- Finalist - Health & Biotechnology Awards 2013
- Finalist - Simon St Ledger 'Brisbane Young Entrepreneur Awards 2012'
- Finalist - The Premier of Queensland's Export Awards 2007



# Global Manufacturing

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**Improve Gross Margins**

**Mitigate logistical risks**

**Efficient global supply chain**

**State of the art GMP Certified**



**Australia** – TGA & GMP certified contract manufacturing agreements in place

**USA** – Multiple FDA & GMP Certified contract manufacturing agreements in place to ensure consistent supply to satisfy growing demand

**UK** – In discussions with a well established MHRA & GMP certified contract manufacture to service demand in the UK and the rest of Europe

Contract manufacturing agreements in place with leading manufacturers in specific regions to:

- ensure global supply
- mitigate risk by using multiple manufactures
- reduce logistics costs and maximizing margins
- ensure regulatory requirements in each country are met





# Expanding Distribution Network

- Secured key international accounts – Strategic partnership with Super Health Center, USA (a global distribution company)
- Expanded distribution channels – via retailers and online e-commerce channels (including Amazon)
- Acquired successful Vegan Influencer Business
- New markets coming on board every year



Poised for Growth



**Strong distribution network, focus is now on consolidation and expansion in the US, Australia and Europe**

- Implementing our 'Industry-specific Consolidation' strategy
- Europe, USA & Asia is a focus market for 2022
- Expanding internationally via strategic partnerships and expanded product offering

# Expanding Distribution Network

Territory	Number of agreements	Product Brand
Europe (France & Italy)	2	SystemLS™
Middle East, Egypt	1	SystemLS™
Korea	1	SystemLS™
Australasia	5	Leisa's Secret® & SystemLS™
Africa	2	SystemLS™
North America	4	SystemLS™

- ‘Bricks & Mortar’ Stores i.e. Health Food Stores, Pharmacies, Grocery & Independents
- Online Ecommerce and social media platforms via ecomm, Amazon and Affiliate networks
- Clinics, Professionals i.e. Doctors, Dieticians, Naturopaths, Personal Trainers, Health Clubs
- Seeking to expand distribution into neighbouring countries where not already present
- USA, EUROPE & CHINA are priorities for future growth

**Focus Markets for 2022: USA | Europe | Australia | Asia**

## Can weight loss and exercise help women stave off osteoarthritis?

*WFU researchers receive \$17.1 million to help women lose weight, avoid debilitating knee condition*



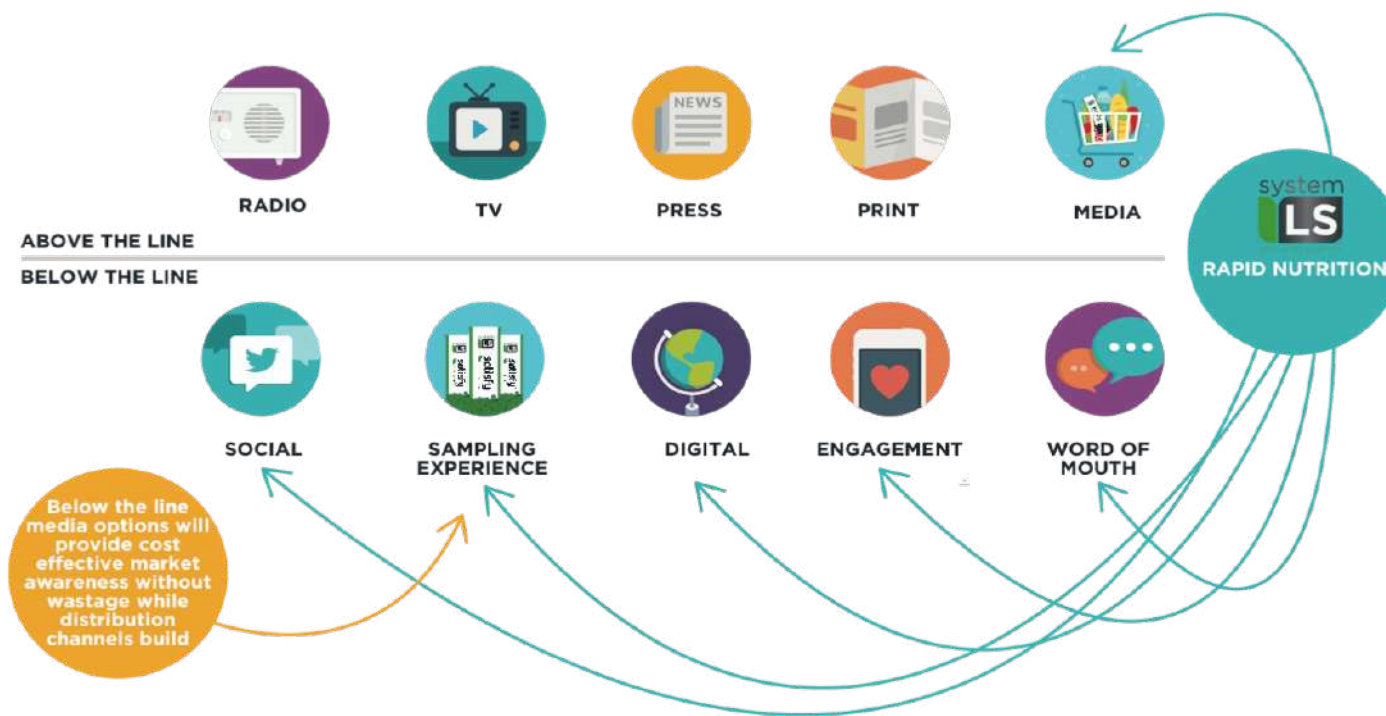
Rapid Nutrition, a global leader in premium nutrition products, proudly announces its selection as a key partner in the ground-breaking Osteoarthritis Prevention Study (TOPS) led by Wake Forest University. This significant collaboration highlights Rapid Nutrition's commitment to advancing scientific research and promoting women's health on a global scale.

Simon St Ledger, CEO of Rapid Nutrition, expressed his enthusiasm, stating, "We are delighted to be recognized by the study coordinators to support TOPS. Rapid Nutrition is committed to contributing to this pioneering research by supporting the study with our premium SystemLS meal replacement range, reinforcing our dedication to promoting women's health and well-being."



# Marketing Investment Strategies

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## Traditional & Digital Media



# R&D & Product Development

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“Growing IP”

“Fully Certified”

“Optimizing established distribution channels”

“Additional revenue streams”



**SystemLS™ Nourish** - Raw Vegan Protein Powder (certified: USDA Organic, Vegan, Non-GMO, Eco Cert)



**Personalised Nutrition** – Tailored to meet individual health needs and goals.



**Azurene™** - is an oral treatment designed to help combat the common cold in humans. The product is formulated from two herbal extracts in high doses, presented in capsule form. Patent granted.

51st Australian  
Export Awards  
2013 NATIONAL FINALIST





# Financial Highlights

- ❖ Revenue for the period reached \$3 million (FY 2021 12-month period) remaining consistent with the previous comparable period (FY2020 extended 18-month period \$3.67 million).
- ❖ Gross profit increased to \$2.25 million (FY2021), compared to the previous extended financial period \$1.5 million (FY 2020).
- ❖ Operating profit \$0.439 million (FY2021), compared to previous year loss of \$0.576 million (FY2020).
- ❖ Decrease in liabilities for the period, compared to previous year.
- ❖ Substantially increased cash position (post balance sheet) in Q1 2022 positioning the company well for the proceeding year (post pandemic).

# Highlights

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- ❖ Expanding global geographical reach: Distribution deals have recently been secured in the Middle East, Egypt and South Korea to complement previous expansion.
- ❖ Initiated preparations to launch a significant oral anti-viral prevention therapy in 2022 designed to help relieve symptoms of colds and the flu, which was granted an Innovation Patent in 2016..
- ❖ Continued to attract experience talent and enhance leadership to the Rapid Nutrition team with the appointment of Carl Seletz, who has led some of the world’s largest retail players, to the Rapid Nutrition Advisory Board, as well as Dr. David Hunter, ranked as the world’s leading expert in osteoarthritis on expertscape.com. Dr. Hunter has researched the effects of obesity on joint pain, making him an ideal addition to the wellness company’s board..
- ❖ Continued focus of driving science-driven product innovation using sustainable ingredients

## Recent Noteworthy Highlights

# Conclusion Poised for Growth

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## Expanding distribution



## Expanding product portfolio



## Strategic acquisitions

- **Organic growth** - expanding the company's nutraceuticals range for increased volume sales in both domestic and international markets
- **Increasing manufacturing capacity** to accommodate increased demand. Resulting in **high quality control**
- **Launch of extended product portfolio** into current and new export markets
- Form **strategic alliances** for key global distribution opportunities
- **Acquiring more IP** from established brands to introduce into already established distribution channels
- Implementing an '**Industry Specific Consolidation**' strategy by acquiring revenue producing assets

Multi-pronged strategy to diversify and grow

# Key Takeaways

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- **Strong track record** - of value creation driven by capital discipline and a focus on returns
  - Global Distribution – high quality partners and major retailers
    - Rapidly expanding international footprint and penetration in existing markets.
  - Developed premium brands
  - Diversification of product portfolio into new categories
- **Industry-specific consolidation** –
  - Acquiring successful synergistic businesses; assets producing sound cash-flow and complementary to the business
  - Creating accelerate market penetration and multiple revenue for growth
- **Patented formulas, protected IP-** trademarks and registrations, supported by strong branding and global reach
- **Growing asset base** - IP, Product Portfolio and Branding
- **Experienced Management Team** – Management are also owners
- **To fund growth** – Rapid is at inflection point and growth is expected in across the business





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