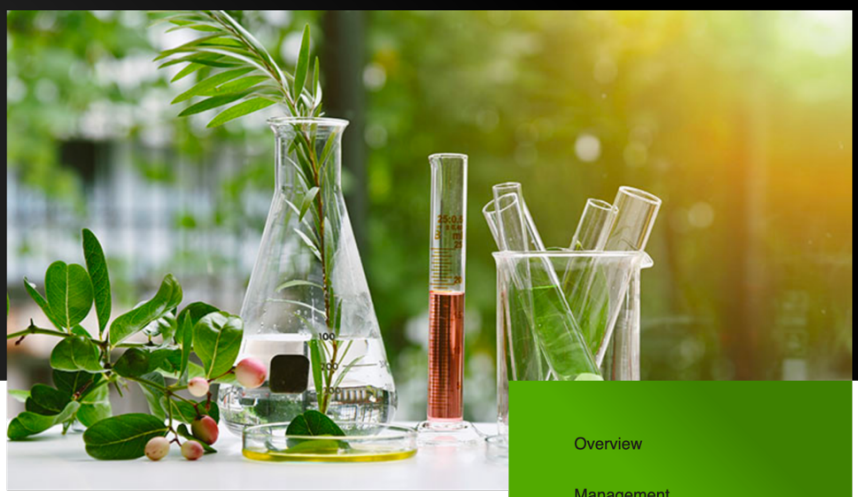
Fast Facts

ALRPD EURONEXT GROWTH



GROWTH STRATEGY

Expanding Focus on Growing Capital Markets and increasing US, China 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 (specifically China), 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.
- Selected to participate in large scale US clinical study
- Proven track record
- Secured distribution in Korea & Japan
- Successfully listed on Euronext, Paris

Key Statistics:

Symbol:	ALRPD:FP
Shares Outstanding:	56,550,156
SIC – Industry Classification	Consumer Staples

For more information, please visit http://rnplc.com **Email:** ir@rnplc.com *as at 18sh September 2024*

Forward-Looking Statements

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