

ASX ANNOUNCEMENT

15 January 2024

Biome to launch into UK and Ireland health retail markets

- Launch of Biome's Activated Probiotics into key European health retail channels is commencing in January 2024
- Key European distributor partners include CLF in the United Kingdom and iiHealthfoods in the Republic of Ireland
- Biome will fund its expansion into European markets from existing working capital

Microbiome health company **Biome Australia Limited** (ASX: BIO) ('Biome' or 'the company') is pleased to announce that its first allocation of Activated Probiotics® has commenced delivery into pharmacy and health retail stores in both the United Kingdom and the Republic of Ireland. The allocation follows the recent signing of distribution agreements with UK-based CLF and Ireland-based iiHealthfoods.

As part of the agreements, the full Activated Probiotics® range will be stocked at CLF and iiHealthfoods' distribution centres to supply products to health retailers nationwide.

Biome's European launch will build on Activated Probiotics' success in the Australian market, replicating the company's unique sales and education model as well as maintaining practitioner-only positioning. Biome's own team will manage all aspects of training, support and customer service to ensure the model is consistent with the Australian market.


Biome's expert European team of sales and education professionals has been built slowly and with consideration. The team's collective extensive industry experience uniquely qualifies them to lead Biome's current and future European market launches. Notably, sales efforts will be led by Biome's Regional Sales Manager, whose professional experience includes leading the sales team of one of the UK's largest probiotic brands.

Following a successful test market phase in both countries with a focus on independent health practitioners, Biome now has a strong foundational customer and revenue base. Biome is confident that both markets have been sufficiently de-risked and represent a strategic opportunity to scale beyond Australian borders.



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Biome Australia Managing Director and Founder Blair Norfolk said:

"I am delighted to share that our flagship brand, Activated Probiotics, is now available on shelves within selected UK and Irish retailers. This is a significant achievement and demonstrates our ability to both execute and scale into new international markets. We are confident that we have the right elements in place for these markets to add material value to the Biome business over coming years. These new markets will also strengthen our ability to support new patients, improve their health outcomes, quality of life and make our products accessible to all – that remains our core mission."

-ENDS-

Approved for release by the Biome Australia board of directors.

About Biome Australia Limited

Biome Australia develops, licences, commercialises and markets innovative, evidence-based live biotherapeutics (probiotics) and complementary medicines, many of which are supported by clinical research. Biome aims to improve health outcomes and quality of life, and make its products accessible to all.

Incorporated in Australia in 2018, Biome distributes locally and abroad. In partnership with some of the world's leading organisations in microbiome research and development, Biome produced several unique live biotherapeutic (probiotic) products with innovative delivery technologies that improve their stability and efficacy to create its flagship range of complementary medicines: Activated Probiotics[®].

Supported by clinical research, including randomised double-blind placebo-controlled trials, Activated Probiotics help prevent and support the management of various health concerns, including low mood and sleep, bone health, iron malabsorption, mild eczema and IBS. Through practitioner-only distribution, Biome is committed to educating health professionals on the newfound systemic health effects of the gut microbiota, helping them to provide innovative, evidence-based natural medicines for the management of some of humanity's most prevalent and chronic health concerns.

Biome also develops, licenses and distributes a scientifically formulated, organic nutraceutical range, Activated Nutrients[®]. [2]

For more information visit: www.biomeaustralia.com

Investor Relations



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Forward looking statements

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The Forward Looking Statements are based on information available to Biome as at the date of this release. Any Forward Looking Statements containing forward looking financial information provided in this release is for illustrative purposes only and is not represented as being indicative of Biome's views on its future financial condition and/or performance. The historic financial information for the September 2021 financial quarter and revenue figures for October and November 2021 have not been audited or reviewed by Biome's auditors. Such information should not be taken as a guide for future performance.

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Investors are strongly cautioned not to place undue reliance on Forward Looking Statements, particularly in light of the current economic climate and the significant volatility, uncertainty and disruption caused by the Covid-19 pandemic.



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