

ASX ANNOUNCEMENT

25 June 2024

EZZ Targets US Expansion After Receiving Product Approvals from the FDA

Highlights

- EZZ to enter the key US market, providing access to a large and growing consumer base for its popular range of healthcare products.
- The US FDA has approved nine EZZ products in the food category for market release.
- The successful US FDA approvals reinforce the high standards of EZZ's product formulations and its manufacturing processes.

EZZ Life Science Holdings Limited (ASX: EZZ) (EZZ or the **Company**), a genomic life science company with a mission to improve quality of life and human health, is pleased to announce it has received approval from the United States (US) Food and Drug Administration (FDA) for nine of its products in the food category.

EZZ plans to implement similar marketing strategies as deployed in its other key consumer markets with a focus on online marketplaces and platforms to reach consumers in the US. The US market presents a significant opportunity for EZZ, with online sales of health supplements totalling US\$23.8 billion in 2023 (Source: *Online Vitamin and Supplement Sales in the US- Market Size (2004-2029, IBISWorld)*).

The nine products approved by the FDA have been selected by the Company due to their success in other markets and will form the basis of the initial market launch are:

- EZZ Children's Essential Minerals
- EZZ Children's Eye Health
- EZZ Bone Growth Chews
- EZZ Brain Focus
- EZZ Magnesium Plus
- EZZ Aloe Vera Probiotic Capsules
- EZZ Liver Detox
- EZZ Joint Energy Boost Tablets
- EZZ Men's Performance

EZZ has registered a wholly owned US subsidiary, EZZ Life Science Holdings (USA) Inc., which will be used as the trading entity for that market.

Glenn Cross, Chairman of EZZ Life Science, commented: "We are thrilled to have received FDA approval for a range of our products. This is a monumental achievement for EZZ and a validation of our commitment to excellence in product quality and innovation. Entering the US market is a pivotal part of our plans for future growth, and we are excited about the opportunities this approval presents. We look forward to bringing our high-quality products to consumers in the United States and continuing to drive value for our shareholders."

This announcement has been authorised by the Board of EZZ Life Science Holdings Limited.

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About EZZ Life Science

[EZZ Life Science Holdings Limited \(ASX:EZZ\)](#) is an Australian genomic life science company with a mission to improve quality of life and human health. EZZ Life Science has a focus on genomic research and development to address four key human health challenges: genetic longevity, human papillomavirus (HPV), children's health, and weight management. EZZ Life Science is passionate about investing in the future of consumer health through the development of e-commerce and distribution of high-quality products via omnichannel models across Australia, New Zealand, China and worldwide. EZZ Life Science is led by an experienced senior management team that have implemented strategies to drive rapid and ongoing growth of the business.

For more information please visit our corporate site ezzlife.com.au and our consumer site ezzdna.com.au.