

ASX ANNOUNCEMENT

Annual General Meeting – Chair’s Address

I want to reflect on the significant progress we’ve made in 2024 — a year of disciplined execution and renewal for Elixinol.

Before we move into the formal business of the meeting, I want to reflect on the significant progress we made in 2024 — a year of disciplined execution and renewal for Elixinol.

Just 12 months ago, we stood at a pivotal point. Our operational structure had been reset, but the business had yet to prove it could grow sustainably, simplify execution, and scale profitably.

Today, I can confidently say: the heavy lifting is behind us.

We’ve reshaped the business — and we are now beginning to reap the rewards.

As you can see we have streamlined ourselves into 5 verticals. Our focus is on delivering to consumers clean health and wellness products that improve customer lives.

In FY24, Group revenue rose 81% to \$15 million, underpinned by the strategic acquisitions of Ananda Foods and The Healthy Chef. On a proforma basis, that figure is even stronger at \$17.7 million.

Adjusted EBITDA improved by 40%, and our after-tax loss was reduced from \$7.5 million to \$1.7 million. Importantly, two of our core brands — The Healthy Chef and Elixinol USA — were EBITDA positive in FY24.

And we achieved this while holding costs flat, maintaining strong inventory control, and building momentum across multiple growth channels.

We’ve seen a structural improvement in our margin performance, particularly in Q4 when gross margins hit 40%. This was driven by product mix optimisation and operational efficiency — both central to our transformation strategy.

We’ve also made real headway in diversifying our sales channels. Health and specialty retail are growing, e-commerce is gaining share, and lower-margin ingredient sales are being deliberately reduced to improve profitability and reduce working capital lockup.

Looking ahead to 2025, our focus is on execution, scale, and margin expansion.

We’ve defined three clear imperatives:

1. Simplify — through SKU reduction, supplier rationalisation, and a more agile operating model.
2. Systemise — through automation of our production and customer service capabilities and enhanced financial systems to enable scalable growth.
3. Scale — by expanding our house of brands into high-growth categories and deepening our footprint across both Australia and the U.S.

For personal use only

The Healthy Chef is launching five new products this year and is poised to capture market share in menopause health, protein waters, and hydration. Mt Elephant's collaboration with Pic's Peanut Butter brings brand firepower to our expansion into healthy snacking. And Soul Seed will relaunch with a new brand platform and range targeting the \$2.2 billion healthy snack market.

To support these initiatives, we are raising in new capital. These funds will be deployed to drive revenue, automate key processes, and build inventory to support the growth trajectory we've mapped out.

We're not making vague promises. We've set priorities, assigned capital, and defined the execution path — all with a clear line of sight to sustainable profitability.

We are not declaring the job done — but we are moving with discipline and urgency.

One of the most important shifts underway is our sales mix transformation. Ingredients will comprise just 19% of revenue this year — down significantly from previous years — and we are targeting 42% e-commerce contribution by year-end. That shift alone will unlock better margins, faster inventory turns, and improved capital efficiency.

We're expanding our premium D2C brand, The Healthy Chef, to capitalise on the surging demand for well-ageing solutions. New product development will focus on clean, functional nutrition tailored to the needs of active, health-conscious consumers 35+.

With Soul Seeds, we're entering the healthy impulse snacking category for the first time. Designed to appeal to the everyday consumer, this flavour-first range of wholesome savoury snacks introduces our brand to a broader, more mainstream market.

We're bringing energy and relevance to the traditional baking category through strategic brand collaborations (such as with PICS Peanut Butter) and health-led innovation. These launches aim to attract a new generation of health-conscious shoppers seeking convenience and better-for-you treats.

In closing, I want to thank our Board, executive team, and employees — this turnaround has taken real grit.

To our shareholders, we thank you for your continued support. You've stood by us during the hard yards, and we're committed to delivering value in return.

With the right strategy, the right brands, and now the right execution discipline in place, we believe Elixinol is well positioned to scale — profitably and sustainably — in 2025 and beyond.

Authorised for release by the Board of Elixinol Wellness Limited.

For personal use only

For further information, please contact:

David Fenlon, Non-executive Chair
David.fenlon@elixinolwellness.com

Pauline Gately, Non-executive Director
Pauline.gately@elixinolwellness.com

For more information visit Elixinol Wellness Investor Hub: <https://investorhub.elixinolwellness.com>

About Elixinol Wellness

Elixinol Wellness Limited (ASX: EXL) is a leader in the global hemp industry, innovating, marketing, and selling hemp and other plant-derived food, skincare, and nutraceutical products.

In Australia, Elixinol Wellness operates a vertically integrated business which produces, manufactures, and distributes a range of highly complementary products delivered across four verticals – human nutrition, human wellness, pet wellness and superfood ingredients. These products are sold under brands including Hemp Foods Australia, Mt Elephant, Ananda Food, Soul Seed, and Field Day and are sold through grocery, wholesale, and e-commerce channels. The Australian Superfood Co also supplies Australian natives and superfood ingredients to white label customers as well as food, beverage, and beauty manufacturers.

Elixinol USA sells high quality Elixinol branded hemp and other plant-derived nutraceutical and skincare products. www.elixinolwellness.com

About The Healthy Chef

The Healthy Chef is a premium producer of wellness and health products under the brand Healthy Chef® with a loyal customer base in Australia and significant library of product innovation, content and intellectual property generated over 18 years.

Healthy Chef® was founded in 2006 by Teresa Cutter, a nutritionist, wellness coach and chef, who believes wholefood nutrition is essential for optimal health, fitness, and wellbeing. The brand has over a decade of earned brand goodwill with trusted reputation for quality products, meaningful engagement with the community, strong social currency, and media exposure.

The Healthy Chef® premium range of functional food products are proudly made in Australia from the purest wholefood ingredients with science-based formulations to deliver maximum health impact, and are free from gluten, fillers, gums and sugar without compromising on taste. Healthy Chef® also inspires women to incorporate healthy eating into their everyday lives with a comprehensive collection of cookbooks, meal planning mobile application, blog and extensive social media of rich dynamic content to create a deeper connection with consumers and deliver a powerful brand experience through its direct-to-consumer eCommerce platform and App.

The Healthy Chef® brand has a diverse offering with seamless omnichannel brand touchpoints to connect with women on their personalised health and wellness journey, including:

- **Nutritional Products** - 28 products based on protein, collagen, probiotics, and supplements to provide benefits for weight loss, gut health, stress, sleep, menopause, and immunity.
- **App** - subscription based meal planning App with thousands of interactive healthy recipes.
- **Cookbook series** - 7 cookbooks involving hundreds of hours of creativity in the kitchen and studio production. <https://thehealthychef.com/>