



BPH GLOBAL LTD  
ACN 009 104 330

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Company Announcements Platform  
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## **First-Mover Advantage in Seaweed-Based, Natural Formulations for Male Vitality and Performance**

### **Highlights**

- BPH Global pioneers seaweed-based formulations for male vitality and performance, securing a first-mover position in a new segment of the men's health and wellness market.
- R&D will be undertaken in-house by the Company's R&D consultant, Gaia Mariculture Pte Ltd, focusing on the development of seaweed extract-based formulations aimed at supporting male vitality, stamina, and overall wellbeing.
- To the Company's knowledge, there are no approved or commercially marketed seaweed-based products specifically targeting erectile dysfunction, providing BPH Global with a differentiated early-mover advantage.
- The initial development will focus on a Natural Over-the-Counter (OTC) supplement product, with the potential to advance to evidence-based clinical development should early results warrant.
- The Company continues to implement its two-tiered R&D strategy, combining in-house programs led by Gaia Mariculture with selected outsourced research to optimise cost, resources, and timelines.

### **New R&D Focus**

Building upon its existing biotechnology platform, and in liaison with the Company's R&D consultant Gaia Mariculture Pte Ltd (**Gaia Mariculture**), BPH Global Ltd (ASX:BP8) (**BP8** or **Company**) is expanding its research and development initiatives to include seaweed-based natural formulations intended to support male vitality, performance, and overall wellbeing.

To the Company's knowledge, there are currently no approved or commercially marketed seaweed-based products specifically targeting erectile dysfunction, providing the Company with a first-mover position in leveraging marine bioactives for men's health and performance enhancement.

The formulations will combine proprietary seaweed extracts with botanical and marine-derived ingredients, drawing upon both traditional wellness practices and emerging marine biochemistry research to deliver safe, effective, and naturally derived solutions.

Chairman Paul Stephenson commented: “The development of seaweed-based male vitality formulations marks an exciting evolution in BP8’s R&D program. This research will be conducted in-house through our R&D consultant, Gaia Mariculture Pte Ltd, enabling us to maintain tight control over innovation, intellectual property, and quality.

Seaweed is an exceptional bioresource, containing a rich array of antioxidants, amino acids, and trace minerals that may support natural energy, circulation, and overall vitality. By combining these with complementary marine and botanical actives, we are pioneering a new generation of natural formulations for men’s health.

This initiative reflects our broader strategic focus on science-led innovation and the development of distinctive, naturally derived products that address unmet needs in the wellbeing and nutraceutical sectors.”

### About the Seaweed-Based Men’s Health and Wellbeing Formulations

Gaia Mariculture has proposed a proprietary formulation—ownership of which will rest with BPH Global—comprising tropical green seaweed species *Caulerpa lentillifera* and *Ulva lactuca*.

This formulation is designed to support male vitality and performance by promoting physiological processes associated with increased penile blood flow and the relaxation of smooth muscle tissue. These mechanisms involve complex interactions between nerve signals, enzymes, and chemical messengers, which can be influenced by specific nutritional factors and bioactive compounds naturally present in marine algae.

The formulation seeks to harness the synergistic benefits of these seaweed species—known for their rich content of amino acids, polysaccharides, and antioxidants—to naturally enhance circulatory support and energy metabolism. Early research will focus on formulation compositional optimisation, standardising bioactive concentration, and evaluating efficacy through in vitro testing.

The Company’s initial approach will be to produce a Natural Over-the-Counter (OTC) supplement product based on this formulation. Should early research and testing produce supportive results, the Company may also pursue the more rigorous, evidence-based development pathway, including clinical validation.

### Approach to Commercialisation

The Company’s approach recognises two complementary development pathways, with initial emphasis on the Natural OTC route:

- **Natural Over-the-Counter (OTC):** The Company’s primary development focus will be on a Natural OTC supplement product incorporating seaweed and botanical extracts designed to support general wellbeing and vitality, without making therapeutic or medical claims. These products will highlight the inclusion of recognised natural ingredients traditionally used for energy, stamina, and men’s wellness.
- **Evidence-Based, Clinically Supported Products:** Where preliminary results warrant further investment, the Company may advance formulations into evidence-based product development, supported by formal clinical evaluation. This pathway offers potential for stronger validation and premium market positioning.

This staged approach enables BP8 to establish early market presence through an OTC product while maintaining flexibility to evolve toward clinically validated, evidence-based offerings.

### R&D Strategy

The Company continues to pursue a two-tiered R&D strategy, combining in-house research led by Gaia Mariculture Pte Ltd with outsourced specialist collaborations to optimise innovation, efficiency, and timelines.

This framework was detailed in the Company's [November 2025 announcement](#) regarding the re-appointment of Gaia Mariculture Pte Ltd as the manager of BPH Global's R&D Programs. The Company also recently [announced](#) that it had executed a Confidentiality and Exclusivity Agreement with Denmark-based scientist Jo-an Refugio to facilitate the evaluation and potential acquisition of a proprietary ginseng-based formulation developed by her.

Under this structure:

- **Out-sourced Research:** R&D programs conducted directly by Gaia Mariculture on behalf of the Company, including the newly announced seaweed-based men's vitality formulations; and
- **In-house Research:** Projects undertaken by specialist third parties under Gaia Mariculture's supervision, enabling access to external expertise while maintaining internal oversight.

This dual framework enables cost-efficient development, accelerated innovation, and strong IP management across multiple research streams.

### Next Steps

BPH Global will continue to evaluate and develop opportunities within the marine bioresource, nutraceutical, and functional wellbeing sectors, leveraging its biotechnology capabilities and strategic partnerships.

Further updates on R&D milestones, partnership developments, and formulation evaluations will be provided as programs advance through preclinical and product development stages.

This announcement has been authorised by the Board of Directors.

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For further information, please visit our website at [www.bphglobal.com](http://www.bphglobal.com) or contact the Company Secretary on 03 9088 2049.