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ASX ANNOUNCEMENT

9 November 2026

Biome signs China distribution agreement with H&S Global

- *Biome* has executed a master distribution agreement with H&S Global for the exclusive cross-border e-commerce (CBEC) distribution of the *Activated Probiotics* range in mainland China, one of the world's largest probiotics markets[1]
- Launch planned for early 2027, with a Year 1 purchase target of A$2.0 million to 31 December 2027, the threshold for H&S Global to retain exclusivity in Year 2
- If achieved, the Year 1 purchase target would more than double *Biome's* FY26 international sales of A$1.8 million
- *Activated Probiotics* will launch in China as Australian made and clinically proven, with more than 30 clinical trials on the finished products, and *Biome Daily* the number one probiotic product in Australian pharmacy[2]

Microbiome health company *Biome Australia Limited* (ASX: *BIO*) has, through its wholly owned subsidiary *Biome Australia Trading Pty Ltd*, executed a master distribution agreement with HS Global E-Commerce (HK) Ltd, a Hong Kong-incorporated company (**H&S Global**), following the heads of agreement announced on 27 August 2026.

Biome has built a strong foundation in international businesses across New Zealand, Canada, the UK, Ireland and Europe, which delivered A$1.8 million in FY26, or 7.5% of group revenue, and continues to grow. China adds a major new growth market alongside them.

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Launch is planned for early 2027. The Year 1 purchase target is A$2.0 million at *Biome's* wholesale invoice value through to 31 December 2027, and is the threshold for H&S Global to retain exclusivity. If it is met and the Year 2 target is agreed, H&S Global keeps exclusivity in Year 2. If not, *Biome* may appoint other distributors, subject to H&S Global's right to match a competing offer. Targets for Years 2 and 3 will be agreed on Year 1 performance, reflecting the growth both parties are working toward.

Why China, and why this approach

China's probiotics market was worth approximately US$10.8 billion in 2025 and is forecast to reach US$29.3 billion by 2033.[1] Cross-border e-commerce generally allows *Biome* to enter without local product registration, reformulation or capital expenditure, selling the same products, in the same packs, that serve Australian pharmacy.

Biome is taking a long-term approach, built on the clinical evidence behind the range. *Activated Probiotics* is clinically proven, with more than 30 randomised, double-blind, placebo-controlled clinical trials on the finished products, and is practitioner recommended through more than 7,500 Australian pharmacies and practitioners. *Biome Daily Probiotic* is the number one probiotic product in Australian pharmacy, and IQVIA data to 3 October 2026 shows it extending that lead, with *Biome Daily Kids* the number one children's and immune health probiotic.[2] That momentum at home underpins the timing of the China launch. The range will launch as Australian made, with commercial production now underway at Specialty Probiotics Australia.

H&S Global brings a demonstrated record of building and scaling international health brands in Chinese cross-border e-commerce. H&S Global purchases product from *Biome* for resale and operates the brand's stores and channel presence on *Biome's* behalf, while *Biome* and H&S Global jointly plan brand and marketing, with *Biome* funding brand investment.

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Key terms

- **Territory and channel:** People's Republic of China (mainland), cross-border e-commerce only, including Tmall Global, Douyin, PDD and RedNote, and other agreed cross-border platforms
- **Term:** from signing (and no earlier than 1 November 2026) to 31 December 2029, with Year 1 running to 31 December 2027
- **Conditions:** none
- **Exclusivity:** unconditional in Year 1. In Years 2 and 3, exclusivity continues subject to H&S Global achieving the prior year's purchase target and the parties agreeing the next, with a right for H&S Global to match any competing offer. If exclusivity ends, H&S Global continues as a non-exclusive distributor
- **Marketing:** *Biome* invests in brand and marketing under campaign plans agreed with H&S Global, supports the development of H&S Global's local *Activated Probiotics* team, and will be represented at major trade and consumer events in China. H&S Global must use best endeavours to promote and sell the range
- **Launch support:** in Year 1, *Biome* provides a marketing funding of 12.5% and an operational support contribution of 12.5% of invoiced value (25% in total), to be renegotiated at the end of Year 1. The Year 1 purchase target is measured before this support is deducted
- **Termination:** *Biome* may end the agreement on 90 days' notice after Year 2 if H&S Global's exclusivity does not continue into Year 3. Either party may terminate for a breach that cannot be remedied or is not remedied within 30 days of notice, for insolvency, or if a force majeure event continues for more than 60 days
- **Brand and IP:** *Biome* retains all rights in the *Activated Probiotics* brand. Brand stores and accounts in China are held on *Biome's* behalf and transfer to *Biome* on termination, or on request if exclusivity ends. Chinese-language marketing materials created for the range are owned by *Biome*. *Biome* has filed its first trade

mark application in China, with further applications, including a Chinese-character mark, to follow
- **Supply:** delivered to H&S Global's Sydney warehouse, with payment 30 days from invoice
- **Governing law:** Victoria, Australia

Launch activity

Activated Probiotics was first presented to the Chinese market in June at Health Plex in Shanghai, in the Australia pavilion with Austrade. *Biome* is currently exhibiting at the China International Import Expo (CIIE) in Shanghai, China's largest annual import expo, with a booth within the Victorian Government and Australia pavilion. At CIIE, Tmall Global invited *Biome* on stage to present the brand and hosted a three-way signing ceremony with H&S Global, marking Tmall Global's support for the brand's launch. This was alongside a pre-launch of the brand's Tmall Global flagship store and other marketing activity.

Biome and H&S Global are working with the other major cross-border platforms on launch support, with *Biome's* clinical evidence base central to those discussions.



Left to right: Elvis Pang, Head of Marketing, Pharmaceutical and Health Care, Tmall Global; Blair Vega Norfolk, Founder and Managing Director, *Biome*; and Leo Zhang, CEO, H&S Global, at CIIE in Shanghai.

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Biome Australia **Founder and Managing Director, Blair Vega Norfolk, said:**

"China opens Biome's largest growth opportunity to date. Our international business has grown on the strength of our clinical evidence, with more than 30 clinical trials on our finished products, and that's exactly what Chinese consumers are looking for. We're building this the right way, on trust and repeat purchase, so the brand is still growing in ten years. Year 1 is the foundation. We expect China to become our largest international market, and our ambition is for it to become one of our largest markets overall."

-ENDS-

Approved for release by the *Biome Australia* board of directors.

[1] Grand View Research, China Probiotics Market Outlook, 2025.

[2] IQVIA™ Sell Out Service, VITAMINS MINERALS AND SUPPLEMENTS category, CHC3=PROBIOTICS, Australia Pharmacy, Total Value and Unit, 52 Weeks W/E 3 October 2026.

For further information

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About *Biome Australia Limited*

Biome Australia develops, licenses, commercialises and markets innovative, evidence-based live biotherapeutics and complementary medicines with clinically proven health benefits. Incorporated in Australia in 2018, *Biome* distributes locally and internationally. Supported by randomised double-blind placebo-controlled clinical trials, *Activated Probiotics* and *Activated Therapeutics* help prevent and support management of various health concerns including low mood and sleep, bone health,

iron malabsorption, mild eczema and IBS. For more information visit www.biomeaustralia.com

Forward looking statements

This release may contain forward looking statements, including but not limited to projections, guidance on future revenues, earnings and estimates, and the future performance of *Biome* (Forward Looking Statements). Forward Looking Statements are provided as general guidance only and should not be relied upon as an indication or guarantee of future performance. The Forward Looking Statements are based on information available to *Biome* as at the date of this release. Nothing in this release is a promise or representation as to the future. No representation or warranty, express or implied, is made as to the accuracy, likelihood of achievement or reasonableness of any Forward Looking Statements contained in this release. Except as required by law or regulation (including the ASX Listing Rules), *Biome* does not undertake to provide any additional or updated information whether as a result of a change in expectations or assumptions, new information, future events or results or otherwise.

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