

RÉDUIT ANNOUNCES STRATEGIC CONTENT PARTNERSHIP WITH VICTORIA BECKHAM

Wellfully Limited (ASX: WFL) (Wellfully or the Company) is pleased to announce it has signed a content partnership for its RÉDUIT brand with one of the world's most reputable fashion and celebrity labels, Victoria Beckham.

The collaboration will enable RÉDUIT to continue its brand awareness growth strategies and instill credibility by way of association with a globally renowned name.

The alliance sees RÉDUIT as the official hair tech partner for the Victoria Beckham Spring Summer 2021 Collection Presentation at London Fashion Week. The partnership allows content creation backstage of the show whereby RÉDUIT One Gold devices and the LED Hairpod™ collection will be used by celebrity hair stylist, Paul Hanlon, to prepare models before the runway.

Content creation from behind the scenes will be used to drive social media engagement globally, including a post from Victoria Beckham tagging @reduit_official, as well as enhancing the brand positioning and credibility through a robust public relations campaign to earn media in tier one publications.

The term of the agreement is to 18 October 2020. Additionally, any assets created in accordance with the Sponsorship Rights may be used up to and including 17 September 2021 provided they make clear reference to the SS21 collection. Terms and Conditions are standard for sponsorship agreements of this kind, a one-off payment from the Company to Victoria Beckham is deemed not material and there are no other material terms to be satisfied before the agreement proceeds.

Victoria Beckham's social media reach is 28.6 million¹ and the Victoria Beckham London Fashion Week Shows are the most digitally enabled of all designers at Fashion Week, further propelling the visibility of RÉDUIT by association globally.

Wellfully's CEO, Paul Peros, highlights the partnership as a unique opportunity to bolster RÉDUIT's credibility by association with a household name which is well renowned as high-end and luxurious.

"At this stage in RÉDUIT's growth, the opportunity to partner with a globally renowned and highly respected brand will help cement RÉDUIT's brand positioning and credibility in the luxury market. Content creation and branding in association with the Victoria Beckham Spring Summer 2021 Collection Presentation will allow RÉDUIT to be a part of the narrative around London Fashion Week, bringing a plethora of opportunities to earn credible media articles in tier one publications. Not only this, but the content we will create will be used for 12 months to ensure consistent storytelling can be executed throughout and help firmly cement RÉDUIT's luxury messaging to end consumers."

Sources: ¹ Victoria Beckham Instagram

ABOUT WELLFULLY

Wellfully is a fully integrated, science-based wellness company. In addition to its own-brand, RÉDUIT, the Company also offers a portfolio of proprietary technologies and supports partners by providing IP-protected market exclusivity, expertise in magnetic array design, feasibility and efficacy, and claims testing, engineering and production.

Wellfully's established operations via its wholly-owned business units are:

- The Innovation & R&D unit provides technology to the other business units of the Company, as well as licensing and development services to international partners.
- The Design & Technology and Supply-chain hub in Dongguan, China has the ability to rapidly develop and industrialize the Company's technologies and innovations in an agile, efficient, secure and cost-effective manner.
- The Digital Communications and Marketing & Sales units are focused on supporting Wellfully's own consumer brands.
- BodyGuard is the Company's therapeutic unit and develops advanced "direct to site of injury" patch products for the wellness and pain management sectors. This technology also has applications across supplement, healthcare, and musculoskeletal sectors.

ABOUT WELLFULLY'S TECHNOLOGIES

Wellfully has developed a number of physical enhancement technologies based on the interactions between ingredient molecules and weak atomic forces, positioning the Company as a world leader in the science of magnetic fields as they relate to drug or active-ingredient delivery.

The first of Wellfully's magnetic technologies was the Magnetic Microarray. Complex 3-D magnetic fields, produced by low-cost microarray film, influence the movement and penetration through the skin of drugs, active ingredients and formulations at the molecular level. This was licensed and commercialized in 2014.

The second magnetic technology, the Programmable Array technology, employs powered electromagnetic fields that can be altered to suit individual consumer's skincare needs. This was licensed for skincare applications in 2020.

The third magnetic technology uses magnetic fields to alter the wettability of a surface, substantially enhancing contact between liquid and solids. Magneto-Wetting underpins the Company's current developments in haircare, skincare and surface hygiene, in conjunction with Wellfully's recently developed Ultrasonic Misting technology. International patents have been filed.

FORWARD-LOOKING STATEMENTS

This announcement contains certain "forward-looking statements" concerning Wellfully. Where Wellfully expresses or implies an expectation or belief as to future events or results, such expectation or belief is expressed in good faith and believed to have a reasonable basis.

Forward-looking statements provided in this announcement are based on assumptions and contingencies which are subject to change without notice. Such forward-looking statements including statements regarding intentions, planned events and potential results are provided as a general guide only and should not be relied upon as an indication or guarantee of future performance.

There can be no assurance that actual outcomes will not differ materially from these forward-looking statements, and there are risks associated with Wellfully and the industry which may affect the accuracy of the forward-looking statements. Wellfully does not undertake any obligation to release publicly any revisions to any forward-looking statements to reflect events or circumstances after the date of this announcement or to reflect the occurrence of unanticipated events, except as may be required under applicable securities laws.

This release has been issued with the authorisation of the Board.

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For more information:

Matthew Wright

matt@nwrcommunications.com.au

Phone: +61 451 896 420

Directors

Mr Antonio Varano
Mr Steven Schapera
Mr Jeffrey Edwards
Mr Cameron Reynolds

CEO

Mr Paul Peros

Company Secretary

Mr John Palermo

Registered Office

284 Oxford Street
Leederville
Western Australia
6007

Contact

Tel: +61 8 9443 3011
www.wellfully.net
www.obj.com.au
ABN: 72 056 482 636