Wellnex Life Limited (ASX: WNX)

Initiating Coverage Report

SmallCapInsider

AUSTRALIA | HEALTH TECH 21 November 2023

Vested is initiating on shares of Wellnex with an Overweight rating with a price target of 11.5c per share. We believe the company is well positioned to deliver strong revenue growth, driven by the agreement with Haleon – and continued margin expansion resulting from owned brand sales increase and the Pain Away Acquisition.

Highlights

The company's recent expansion of products under various brands has resulted in significant revenue growth. Starting with a revenue of $18.6 million in the financial year 2022, the company saw a 50% increase to AUD 27.9 million in the financial year 2023. The projection for the financial year 2024 is even more promising 63% increase of estimated revenue ~ AUD 47.2 million (primarily driven by the global expansion of the Haleon arrangement)**… And that's exclusive of the Pain Away acquisition.**

Investment Rationale (Management, Acquisition, Expansion)

Strong Management

George and Zack have demonstrated their ability building strategic partnerships with the likes of Haleon and Arrotex, as well negotiating accretive acquisitions such as Pain Away. This is testament to their remarkable blend of vision, experience, and strategic acumen that makes us unequivocally bullish on their ability to guide the company to new heights.

We are equally excited to see the addition of Nicholas Krogh - Sales Manager and Dominique Ries- Marketing Manager. The addition reaffirms their confidence in the future growth of the company - and our confidence in management ability to deliver results.

Global Expansion: via-a-la Dossier {daa– see- ay}

Wellnex brought the first liquid paracetamol in a soft gel to the Australian market, after developing this unique product over many years To be able to sell this type of product is a timely and costly exercise that involved the preparation of a dossier. The dossier captures all the relevant IP but also must possess clinical and patient data to show the efficacy and safety of the product. This dossier must be approved by the TGA before any product can be sold where once approval is obtained provides a high barrier to entry for competitors.

Wellnex recently achieved a significant milestone by expanding its supply agreement with Haleon, a global pharmaceutical company. This expansion will facilitate the introduction of new products and entry into the European and Middle Eastern market.

Global Expansion

We believe the Pain Away acquisition will have an immediate impact on the company's financial position and their bottom line and provide future growth opportunities for the business as a whole. . We agree with management's rationale behind the Pain Away acquisition, especially their emphasis on the operational synergies that should be realised immediately after integration.

Wellnex is projecting revenue to increase by ~118% compared to the previous fiscal year, 2023. Additionally, gross margins are expected to rise from just below 25% to just under 30%.

Price Target	**11.5c**
Last Price	5.3c
Upside (last price)	117%
Rights Issue	2.8c
Upside (rights issue)	310%

Key Stats	2023A	2024E	2025E	2026E
Revenue	27.9	54.9	95.3	143.7
y-o-y growth (%)	*50%*	*97%*	*73%*	*51%*
Gross Profit	4.8	17.5	31.1	45.4
% Gross	*17%*	*32%*	*33%*	*32%*
Adi EBITDA	(6.8)	6.5	15.2	24.9
% EBITDA	*(24%)*	*12%*	*16%*	*17%*
Adj EBIT	(7.1)	6.2	15.0	24.8
%EBIT	*(25%)*	*11%*	*16%*	*17%*
Net Income	(13.8)	3.8	9.9	17.3
% net margin	*(49.6%)*	*6.9%*	*10.4%*	*12.1%*

Wellnex under the extension of the Agreement will commence supplying Haleon in FY24 the following products for the following markets:

- Liquid Paracetamol Soft Gel for the United Kingdom and Ireland (3 SKU's)
- Liquid Paracetamol plus Caffeine Soft Gel for the United Kingdom and Ireland (3 SKU's)
- Liquid Paracetamol plus Ibuprofen Soft Gel for the United Kingdom and United Arab Emirates (2 SKU's)

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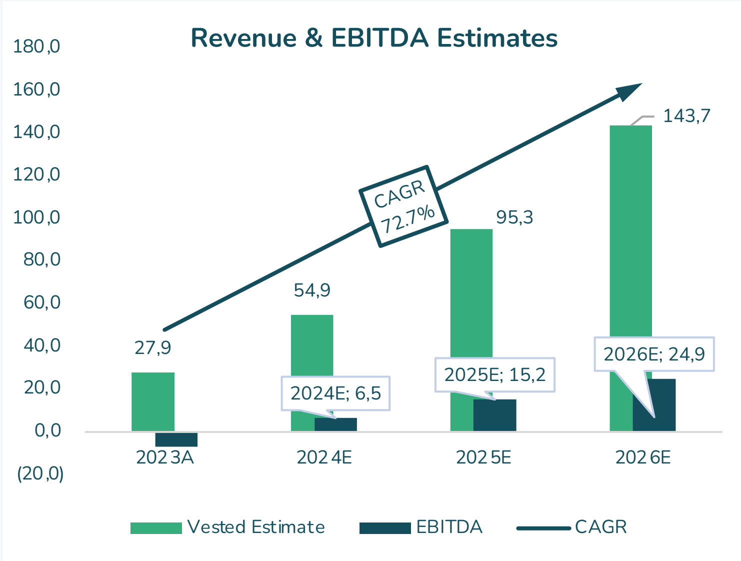
Forecast:

Over the forecast period, we anticipate substantial revenue growth from FY23's 27.9 to an estimated 143.7 in FY26E.

We anticipate FY24 as the year when EBITDA turns positive at 6.5m, albeit slightly lower than management's estimates due to our projection of slightly higher integration costs.

For FY26E, we foresee an EBITDA margin of 17%, which we consider somewhat conservative, as we want to see 1. how the integration of Pain Away goes and 2. owned brand revenue contribution.



Valuation:

Our twelve-month price target of 11.5c is based on a peer-group-based analysis comprising of three custom FactSet Industry indices; a) Health Technology, b) Retail Trade, and c) Australian broad market index. For our base multiple, we use an equally weighted metric of the three indices which are applied to both Vested's forecast and management's guidance for EBITDA and Net Income.

Price Per Share Summary	Metric	2024E	2025E
Vested Estimate	EVIEBITDA	$ 0.07	$ 0.17
Management	EVIEBITDA	$ 0.11	$ 0.24
Vested Estimate	EqVal / Earnings	$ 0.09	$ 0.20
Management	EqVal / Earnings	$ 0.12	$ 0.28
Eql weighted		**$0.10**	**$0.22**
12m Price Target	$ 0.144		
Liquidity Discount	20.0%		
12 Price Target (adj)	**$ 0.115**		

We use equal weights for each estimate then take a time weighted average of 24E & 25E which produces the 12m Price Target of 14.5c – that is then adjusted for a 20% liquidity discount resulting in our price target of 11.5c

Base Multiple	Price / Earnings		EV/EBITDA	
	2024E	2025E	2024E	2025E
Retail Trade	20.7x	19.8x	9.8x	9.5x
Health Technology	35.0x	29.0x	22.1x	19.0x
Australia	15.4x	15.0x	8.2x	8.0x
Base Multiple (x)	**23.7x**	**21.3x**	**13.4x**	**12.1x**

The health Technology (Australia) sector is comprised of healthcare service providers, pharmaceuticals, healthcare instruments, devices and equipment manufacturers and wholesalers, as well as entities that provide support and professional services to the healthcare industry, FactSet ID (FS2300AU)

The Retail Trade (Australia) sector consists of sectors that sell finished goods to end users and is compromised of both broadline and specialty retailers. Additionally, these establishments may complement their merchandise offerings by selling food. Sales may take place in a physical location, as well as can be ordered through a catalogue or the internet. FactSet ID (FS3500AU)

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Investment Thesis

Strong Management and effective leadership

In the domain of small-cap ASX-listed enterprises, the role of adept leadership cannot be overstated. George and Zack, who are a part of the Management team have demonstrated effective leadership by forging strategic partnerships with key entities like Heloan and Arrotex. Furthermore, their adept negotiation skills in securing accretive acquisitions such as Pain Away showcase a commendable combination of vision, experience, and strategic acumen. This track record instils a high level of confidence in their ability to guide the company towards the next phase of growth.

New supply agreement facilitating geographic expansion

The company is currently undergoing sustained growth in its contract manufacturing division due to the protected and TGA registered IP that it has and continues to develop. A notable achievement is the culmination of a supply agreement with Haleon for its liquid paracetamol soft gel product, initially targeting the Australian and New Zealand markets. The success of this collaboration has prompted Haleon to expand the agreement by introducing two new product lines and extending its reach across Europe and the Middle East. Anticipated to make a substantial contribution to revenue in FY24, this collaboration also promises increased margins for the newly incorporated products. The Company is collaborating with Haleon to continue he rollout in additional countries which is expected to commence in FY25.

Medicinal Cannabis and New Collaboration

In FY23, Wellnex entered into a joint venture with One Life Botanicals, a prominent medicinal cannabis manufacturer. This strategic alliance grants Wellnex access to locally produced, high-quality medicinal cannabis products for the SAS-B (Special Access Scheme Category B) market at a competitive price point. Recognizing the distinctive features of the company's joint venture with One Life Botanicals, Chemist Warehouse also engaged in a partnership to launch a new medicinal cannabis brand. This product will be accessible through the extensive retail network of Chemist Warehouse and other pharmacy retailers. Positioned to capitalize on the burgeoning SAS-B market, projected to reach approximately $600 million in FY24, Wellnex appears well-positioned to benefit from these collaborative endeavours. Pain Away is a perfect fit to extend its presence in the medicinal cannabis market and in the future the Company will look at bringing to market an over-the-counter S3 medicinal cannabis product.

Other Expansionary plans

In FY23, Wellnex witnessed considerable growth, characterized by the ongoing expansion of its brands, products, and overall revenue. The company plans an extensive product expansion strategy for the upcoming FY24 by introducing five new SKUs to enhance the Wakey Wakey line, expanding the Pharmacy Own brand's presence in over-the-counter medicines, and furthering the reach of The Iron Company in the iron supplement market. Additionally, Mr. Bright is poised for an expanded presence in domestic retailers, leveraging its established reputation as an all-natural teeth-whitening brand. The acquisition of Pain Away will allow us to leverage this well-known and leading brand to accelerate the sales of Wellnex's existing brands.

Pain Away Acquisition

The acquisition of Pain Away is expected to have an immediate positive impact on Wellnex's financial position and bottom line. With the strategic nature of the acquisition, it is projected to yield approximately AUD 1.9 million in synergies by leveraging Wellnex's established infrastructure facilities. This increase in operational efficiency has led management to anticipate generating an EBITDA of around AUD 5.1 million, contributing to the company's EBITDA estimate for 2024. Through the acquisition, Wellnex aims to unlock significant operational and cost synergies. It also allows Wellnex to grow this brand by extending its product offering in other categories and expansion into global markets.

About the company

Overview

Wellnex Life Limited ("Wellnex" or "WNX" or the "Company"), a publicly listed company with its headquarters situated in Port Melbourne, Victoria, stands as a prominent entity in the healthcare sector. As a dedicated owner and developer of cutting-edge healthcare brands and intellectual property (IP), Wellnex is positioned as a key player in enhancing the well-being of individuals in Australia and overseas. The company has a dedicated focus on brand ownership and intellectual property (IP) development, geared towards the enhancement of human health. The company prides itself on the exclusive ownership of prominent brands, bolstered by strategic Joint Ventures such as those with Chemist Warehouse for the Wagner Liquigesic liquid-gel paracetamol brand and a collaborative effort with Chemist Warehouse and OneLife Botanical for the introduction of specialised medicinal cannabis products.

Wellnex has strategically forged licensing and contract manufacturing agreements with key industry players, including Haleon (formerly GlaxoSmithKline) and Arrotex. These agreements empower these partners to leverage Wellnex's proprietary IP for the formulation of soft gel analgesic products, catering exclusively to the discerning markets of Australia, New Zealand and in 2024 globally. Beyond its core focus, Wellnex actively engages in the distribution of Third-Party brands, a dynamic facet of its operations that adds a distinctive layer to its comprehensive business portfolio.

Key Divisions

The company operates through three primary divisions: 1) 100% Owned Brands 2) IP Licensing and 3) Joint Ventures

- **100% Owned Brands:** Wellnex has demonstrated a strategic acumen in the development and introduction of innovative brands, effectively penetrating major Australian and global pharmaceutical as well as grocery retail markets. Within its diversified portfolio, Wellnex boasts a collection of highly regarded brands, including Pharmacy Own, The Iron Company, Wakey Wakey, Nighty Nighty, and Mr. Bright. This adept brand curation not only underscores Wellnex's commitment to product innovation but also positions the company as a key player in the consumer healthcare sector.

- **IP Licensing and Joint Ventures:** Wellnex has established licensing and contract manufacturing agreements with Haleon and Arrotex Pharmaceuticals, allowing the company to use its Intellectual Property (IP) for soft gel analgesic product formulations, available exclusively in Australia and New Zealand. Additionally, the company engages in various Joint Ventures/partnerships from a strategic perspective, including one with Chemist Warehouse for the exclusive sale of the Wagner Liquigesic liquid-gel paracetamol brand. Another Joint Venture involves Chemist Warehouse and OneLife Botanical for the launch of Special (SAS-B) medicinal cannabis products.

HALEON

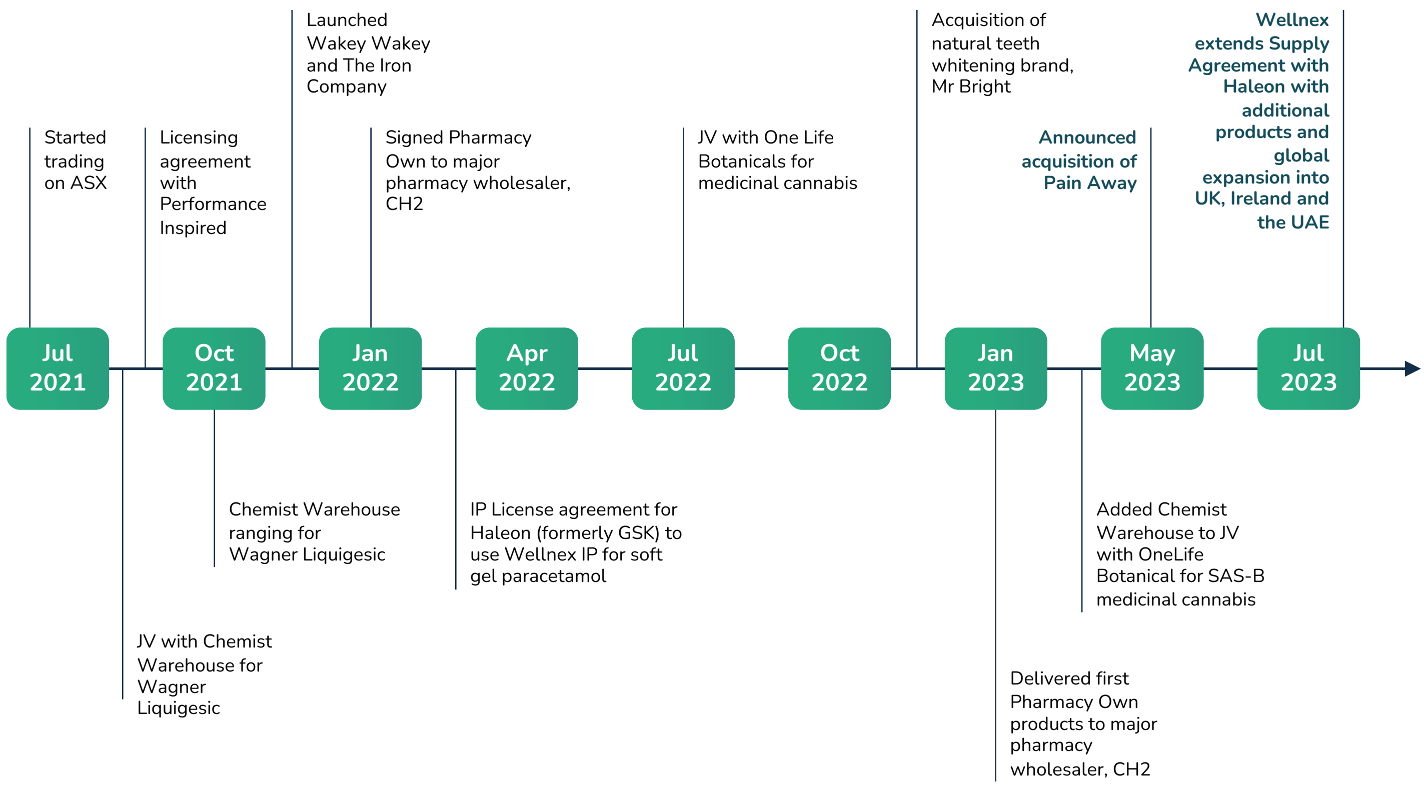
- Haleon was demerged from GlaxoSmithKline plc (GSK) in mid-2022 forming a new Consumer Healthcare company
- Wellnex established a Supply Agreement with Haleon during FY22, initially into Australia and New Zealand
- Under the agreement, Wellnex licenses its TGA registrations for the production of its liquid soft gel analgesics
- Haleon is a world-leading consumer healthcare company, with brands including Panadol, Sensodyne, Voltaren, Polident, Centrum, Otrivin and Advil
- Recently signed an expansion of its current supply agreement into the UK, Ireland and UAE with 8 additional SKUs to be launched late FY 2024

arrotex PHARMACEUTICALS

- Arrotex Pharmaceutical is Australia's largest generic pharmaceutical over the counter (**OTC**) medicines company
- Supply Agreement covering Australia for two products under the 'Chemist Own' and 'Apo Health' brands
- Additional products and SKUs under negotiation

Key Milestones

The company started trading on ASX in July 2021, and since then the major focus of the business has been on actively developing and reinforcing Wellnex's proprietary healthcare brands and intellectual property across multiple health sectors. Below is the timeline highlighting the company's journey till date.



Acquisitions

Wellnex Life expands its market share through acquisition of other players operating in a similar domain.

Acquisition of Brand Solutions Australia

July 1, 2021, Wellnex Life finalised the acquisition of Brand Solutions Australia, an established brand and distribution company, by issuing 13,331,667 fully paid ordinary shares and a cash payment of AUD 2.75 million. The total consideration for the acquisition amounts to approximately AUD 6.16 million. The company's acquisition of Brand Solutions Australia has widened its consumer health and wellness portfolio, providing valuable assets such as experienced management, R&D capabilities, sales and marketing expertise, and strengthened supply relationships. This strategic move enhances the company's competitiveness and growth prospects in the sector.

Acquisition of Mr Bright, a teeth whitening business

13 December 2022, Wellnex completed the acquisition of the premium teeth whitening business, Mr Bright, by issuing 15,000,000 fully paid ordinary shares. Mr. Bright provides teeth whitening products which are free from harmful hydrogen or peroxide ingredients and its acquisition has enabled the company to add another established brand to its portfolio, specifically focused on the oral healthcare market. Additionally, Mr. Bright has robust distribution channels in the USA and UK, presenting a promising avenue for potential geographic expansion for Wellnex.

The company reevaluated the treatment of Mr Bright on 30 June 2023, and identified the transaction as an asset acquisition. The assessment revealed no alteration to the net asset position of the company.

Products Range

The company offers an extensive range of healthcare-branded products and has a strong presence in the Australian market. Additionally, there are plans for sustained growth through new brand launches and expanding the existing product portfolio. Highlighted below are some of the company's renowned brands:

Wakey Wakey

Wakey Wakey products are formulated with caffeine, guarana, and vitamins B1 & B3 to improve energy levels and concentration. Wellnex expanded its Wakey Wakey line with six new variants including Wakey Wakey+ which offers a caffeine energy boost, magnesium, and immunity benefits. The product extensions are available nationally in key retailers such as Chemist Warehouse, Coles, and Woolworths.

Nighty Nighty

The Nighty Night brand, formulated with Ashwagandha and Magnesium, was introduced primarily to meet rising consumer demand for products promoting better sleep. It received a strong initial reception in retail, with significant enthusiasm across outlets like Coles, Woolworths, and Chemist Warehouse in the pharmacy and grocery segments.

The Iron Company

Wellnex introduced Australia's inaugural slow-release iron gummy as part of The Iron Company brand, featuring two initial varieties — pure Iron and Iron with added vitamin C. This innovative gummy not only alleviates tiredness and fatigue but also supports the normal formation of red blood cells, facilitates oxygen transport, and maintains cognitive function. The product is available in all major pharmaceutical outlets/retailers.

Pharmacy Own

Wellnex introduced a new line of premium pharmacy medications under the brand name Pharmacy Own. It features a range of products targeting pain relief, digestive health, and antifungal solutions with the same formulation and delivery method as leading branded products.

Additionally, Wellnex signed an exclusive supply agreement with CH2, a major Australian pharmaceutical distributor. The company is involved in actively developing a line of over-the-counter (OTC) products as effective alternatives to other established brands in the Australian market.

Mr Bright

Wellnex acquired Mr Bright (in FY23), a teeth whitening brand with distribution in the USA and UK, primarily operating through online channels. However, it currently has a limited presence in the Australian market.

Wagner Health Liquigesics

Wellnex launched Australia's initial liquid Paracetamol in soft gel, expanding the line with new liquid Paracetamol and Ibuprofen analgesics, in partnership with Chemist Warehouse. These products are now available nationwide in all Chemist Warehouse stores, while the intellectual property remains with Wellnex and is supplied to manufacturing partners.

Medicinal Cannabis

In FY23, Wellnex established a joint venture with One Life Botanicals, a medicinal cannabis manufacturer. This partnership provides Wellnex access to locally produced, high-quality medicinal cannabis products at a competitive price, targeting the SAS-B market. Subsequently, Chemist Warehouse established a joint venture with OneLife Botanicals, which will help the company with seamless distribution of products through Chemist Warehouse's extensive retail network and other pharmacy retailers.

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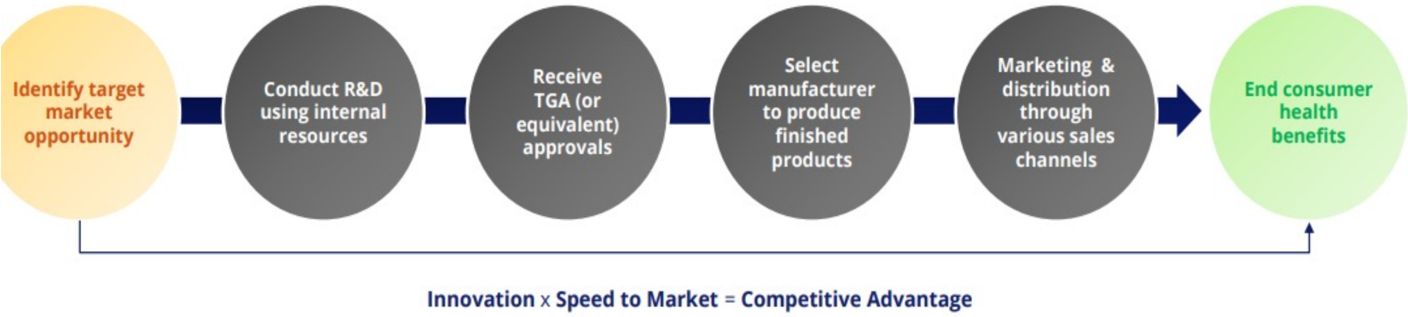
Business Model

The core of Wellnex's strategy is to develop innovative brands and products by offering a comprehensive health and wellness portfolio to customers in Australia and across the globe. The company derives income from the sale of diverse healthcare products and the utilisation of its intellectual property (IP). Their products are sold across Australia and globally.

The company's expansion is expected through the development of proprietary brands, forming new partnerships, and extending its current distribution channels.



Growth Opportunities

Wellnex's core focus will be on the continued growth of the Company's existing segments whilst maintaining a focus on profitability and operating cash flow. The company has been following this strategy successfully.

Extensive Product Expansion

Wellnex's strategic focus on product expansion is evident across its key brands:

- In FY23, the introduction of four new Wakey Wakey products enhanced the brand's offerings, with plans for an additional five SKUs in FY24.
- Pharmacy Own is poised for growth in FY24, especially in over-the-counter medicines, with exclusive distribution through CH2.
- The Iron Company is making significant progress in the iron supplement market, with strategic plans for both product and SKU expansion in FY24.
- Mr. Bright aims to broaden its domestic presence, leveraging its established reputation as a leading all-natural teeth-whitening brand.

These initiatives reflect Wellnex's commitment to diversifying and strengthening its product portfolio.

New collaboration

IP licensing has shown consistent growth, resulting in significant revenue increases in FY23. This positive revenue trajectory is expected to continue into FY24, driven by a global expansion agreement with Haleon across Europe and the Middle East. The introduction of 8 additional SKUs, announced in June 2023 and set to commence in Q2 of FY24, is anticipated to contribute to this growth. Additionally, the company aims to enhance its margins through the inclusion of new products in this expanded arrangement.

FY2024 brand-wise growth outlook

100% Owned Brands	Contribution to the FY24F Revenue (in A$ mn)	Growth	
Wakey Wakey	4 .0	+ A$2.7 mn (208%)	▪ Expansion of product with 5 new SKUs ▪ 12 months of further brand recognition
Pharmacy Own	2.5	+ A$1.6 mn (178%)	▪ Full-year benefit given launched partway through FY23 ▪ SKU expansion
The Iron Company	1.5	+ A$0.8 mn (114%)	▪ SKU expansion ▪ Expansion of distribution channels (e.g., grocery plus overseas)
Mr. Bright	3.5	+ A$2.4 mn (218%)	▪ Increase of domestic distribution into pharmacy and grocery ▪ Continue overseas expansion
Total - 100% Owned Brands	11.5	+ A$7.5 mn (188%)	
IP Licensing			
Haleon/Arrotex	22.0	+ A$13.5 mn (159%)	▪ Expansion of product SKUs ▪ New international distribution territories (i.e., licensing fees)
Joint Ventures			
Wagner Liquigesics	1.2	+ A$0.2 mn (20%)	▪ Expansion of product SKUs ▪ 12 months of further brand recognition
SAS-B	8.2	+ A$8.2 mn (n.a.)	▪ First sales during FY24 ▪ New product launch during FY24
Total - Joint Ventures	9.4	+ A$8.4 mn (840%)	▪ Launch of SAS-B medicinal cannabis during FY24
Distribution	4.3	- A$10.7 mn (-71%)	
Total (excluding distribution)	47.2	+ A$18.4 mn (63%)	Discontinuance of existing distribution and "broking" arrangements

Distribution Channels and Customer Profile

Wellnex exhibits a comprehensive distribution network across Australia, extending across pivotal sales channels. The company has strategically secured distribution partners to facilitate the introduction of selected products into critical international markets. Furthermore, Wellnex has successfully cultivated a robust and expanding customer base, reflecting the high esteem in which the company's products and innovations are held by the broader consumer demographic. This established market presence underscores Wellnex's potential for sustained growth and positive reception within the industry.

Listed below are the significant sales channels and customers categorised accordingly.

Acquisition of Pain Away

Company Snapshot

Headquartered in Sydney, New South Wales, Pain Away ("Pain Away") has evolved into the second-largest provider of topical pain relief products in Australia. Specialising in the development and manufacturing of all-natural topical pain relief solutions targeting joint and muscle pain, Pain Away boasts a product line comprising 25 unique product SKUs spanning five primary categories: creams, patches, lotions, and other products such as tablets, capsules, and bath salts. The brand has established an extensive distribution network, with pharmacy outlets throughout Australia, along with grocery retail channels. Additionally, its notable stockists include Chemist Warehouse, Terry White Chemmart, Priceline Pharmacy, Amcal+, as well as major supermarkets like Woolworths, Coles, and Aldi.

Pain Away has been demonstrating an unwavering growth trajectory and has maintained a consistent track record of revenue expansion with a three-year CAGR of 17.0%. Notably, the reported revenue of AUD 13.7 million for the fiscal year 2023B adds significant scale to Wellnex's growing business, while the post-acquisition FY23B-PF EBITDA of AUD 5.1 million underscores the robust growth in the operating free cash flow. Moreover, Pain Away upholds impressive pro forma gross margins of approximately 50.0%. Post-acquisition, the combined entity will realise substantial operational and cost synergies, with the help of Pain Away's solid margin and Wellnex's existing infrastructure and resources.

P&L

	Pre-Transaction				Post-Transaction	
	FY21A	FY22A	FY23B	Adj.	FY23B-PF	FY24F-PF
Revenue	11.5	12.4	13.7		13.7	15.8
Cost of goods sold	(5.6)	(6.3)	(6.6)	0.0(1)	(6.6)	(7.4)
Gross profit	5.9	6.2	7.1	0.0	7.1	8.4
Operating expenses						
Advertising, sales & marketing	(2.2)	(2.6)	(2.2)	0.7(2)	(1.5)	(1.6)
Employee expenses	(0.9)	(1.0)	(1.0)	0.8(3)	(0.2)	(0.2)
Professional fees	(0.3)	(0.3)	(0.3)	0.2(4)	(0.1)	(0.1)
General & administration	(0.2)	(0.2)	(0.3)	0.1(6)	(0.2)	(0.2)
Research & development	(0.1)	(0.1)	(0.1)	0.1(7)	-	-
Total operating expenses	(3.7)	(4.2)	(3.8)	1.9	(1.9)	(2.1)
EBITDA	2.3	2.0	3.3	1.9	5.1	6.3
Revenue growth	*27.9%*	*7.5%*	*10.7%*		*13.9%*	*15.0%*
Gross margin (%)	*51.5%*	*49.5%*	*51.8%*		*51.8%*	*53.2%*
EBITDA margin (%)	*19.8%*	*16.1%*	*24.0%*		*37.6%*	*40.2%*

Pain Away's financials for FY21A, FY22A and FY23B have been normalised to exclude one-offs and non-recurring items. To reflect the underlying performance of Pain Away on a pro forma basis following completion of the acquisition by Wellnex, adjustments in column "Adj." (and commentary on other side) highlight the underlying performance as if 100%-owned by Wellnex during the FY23 and FY24 periods.

Post-Acquisition Synergies

Wellnex has identified approximately $1.9m of synergies as a result of acquiring the assets of Pain Away and absorbing the business and operations into its existing infrastructure.

Description	**$m**
Pain Away currently utilises third party sales reps that will be replaced by existing Wellnex resources, plus other reductions in marketing spend as a result of scale efficiencies	0.7
Wellnex has sufficient capacity to absorb the majority of Pain Away's roles, however allowance has been made for two employees	0.8
Wellnex incurs its own professional fees and does not expect incremental costs following the integration of Pain Away	0.2
Wellnex forecasts approx. $0.2m of incremental general and administration costs following the integration of Pain Away, resulting in a $0.1m synergy benefit	0.1
Wellnex has adequate resourcing in its existing R&D team to service Pain Away's products and growth	0.1
Total	**1.9**

Key Investment Highlights – Pain Away

Resilient Market Presence and Product Range

- Pain Away's products are registered under the Therapeutic Goods Administration of Australia (TGA), a regulatory body for therapeutic goods in Australia. It has a portfolio of 25 Stock Keeping Units (SKUs) spread across five distinct product categories: creams, sprays, patches, lotions, and others (primarily tablets, capsules, and bath salts). All these products are manufactured within Australia, employing natural ingredients, reflecting a commitment to quality and locally sourced elements.

Brand Recognition

- Pain Away's robust brand recognition is established through partnerships with professional sporting organizations like the AFL and NRL State of Origin, evidenced by a social media following of over 70,000 on Facebook and more than 60,000 on Instagram.

Extensive Distribution Network

- Pain Away has established an extensive market presence, reaching an impressive network of about 6,000 outlets
- Distribution channel encompasses notable pharmacy retailers such as Chemist Warehouse, Terry White Chemmart, Priceline, Pharmacy, and Amcal+, alongside a strong presence in grocery retailers like Woolworths, Coles, and Aldi

Steady Revenue Growth

- Over the past three years, the target has showcased a robust financial performance, achieving a 3-year Compound Annual Growth Rate (CAGR) of 17.0%. The trend of this consistent growth observed is poised to contribute positively to both the revenue and profitability metrics of Wellnex, thereby enhancing the company's overall financial performance.

Efficient Operations and Strong Margins

- Pain Away has historically demonstrated a lean structure and gross margin of around 50.0%. This solid margin is achieved by employing a very efficient operational base consisting of only 6 full-time equivalent employees. This emphasises Pain Away’s commitment to effectiveness and operational efficiency.

Commitment to Quality and Local Manufacturing

- Pain Away’s commitment to quality is highlighted through its emphasis on natural ingredients and local manufacturing, reflecting a dedication to providing high-quality products in the market.

Transaction Overview

Wellnex Life Limited (ASX: WNX) has entered into a binding Business Sale Agreement (BSA) to purchase the entire business and assets of Pain Away on a cash-free and debt-free arrangement. The total consideration of acquisition is AUD 22.0 mn, subject to certain conditions, including any regulatory and ASX approvals.

The breakup of the total acquisition consideration includes AUD 12.8 mn plus inventory (target inventory of AUD 1.15 mn) with a deferred consideration of 2 equal payments of AUD 2.9 mn in 12 and 18 months from the completion date. Wellnex as part of the consideration will issue 20 mn fully paid ordinary shares escrowed until May 2024. Additionally, a deposit of AUD 2.2 mn has already been paid to the Vendor of Pain Away at the signing of the BSA.

Distribution Channels and Customer Profile

Pain Away's distribution channels extend across Australia, primarily focusing on pharmacy and grocery channels, overseen by external sales representatives. Listed below are the significant sales channels and customers categorised accordingly.

Distribution Channels and Customer Profile

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Pharmacy Wholesalers & Retailers

- The business has a long-standing major pharmacy distribution channel with 6,000 outlets including spread across Chemist Warehouse, Terry White Chemmart, Priceline Pharmacy and Amcal+ stores

Grocery

- Despite only 10% of revenues generated through this channel, Pain away is currently in several key grocery retailers including Aldi, Coles and Woolworths

Existing Distribution Strategy

- Historically, Pain Away has utilised third-party sales reps to establish primary distribution channels including pharmacy wholesalers and supermarkets
- The business also has an online e-commerce platform that sells direct to customers and offers health professionals discount memberships

Distribution Expansion

- 90% of Pain Away's revenue is currently generated through the pharmacy distribution channel
- Significant opportunity to leverage Wellnex's existing distribution channels to drive customer expansion, particularly in the grocery channel

Company Reports

Financial Highlights And Valuation

The charts prepared below are based on the WIP financial model and subject to change with any change in the model.

Income Statement Analysis

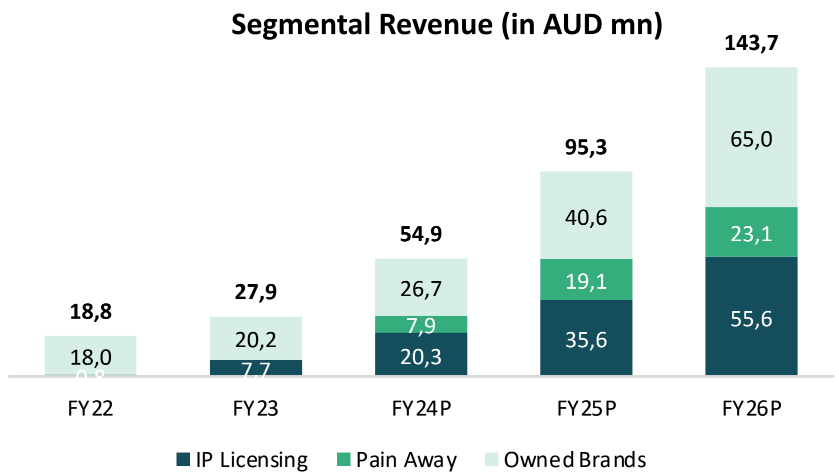
Historical Analysis

The company has demonstrated robust top-line growth, with revenues surging approximately 48.4% from AUD 18.8 million in FY22 to AUD 27.9 million in FY23. However, this expansion came with margin pressures, notably a reduction in gross margin from 25% in FY22 to 17% in FY23 due to stock write-offs and inventory costs associated with product development for new brand launches. In FY23, the operating margins were also impacted by a 27% increase in employee expenses compared to the prior year, reflecting a deliberate strategy to fully resource sales, marketing, and regulatory teams for accelerated brand and product rollout. Additionally, in FY23, the selling, marketing, and distribution expenses spiked by 166%, reaching AUD 4.4 million, driven by one-off marketing costs for new brand launches and elevated logistic expenses. Consequently, the EBITDA was affected, decreasing from AUD -6.3 million in FY22 to AUD -11.9 million in FY23. Additionally, the company reported a one-off cash loss of ~AUD 1 million in FY23, attributed to corporate activities, including the proposed acquisition of Pain Away, acquisition of Mr Bright, and various funding initiatives.

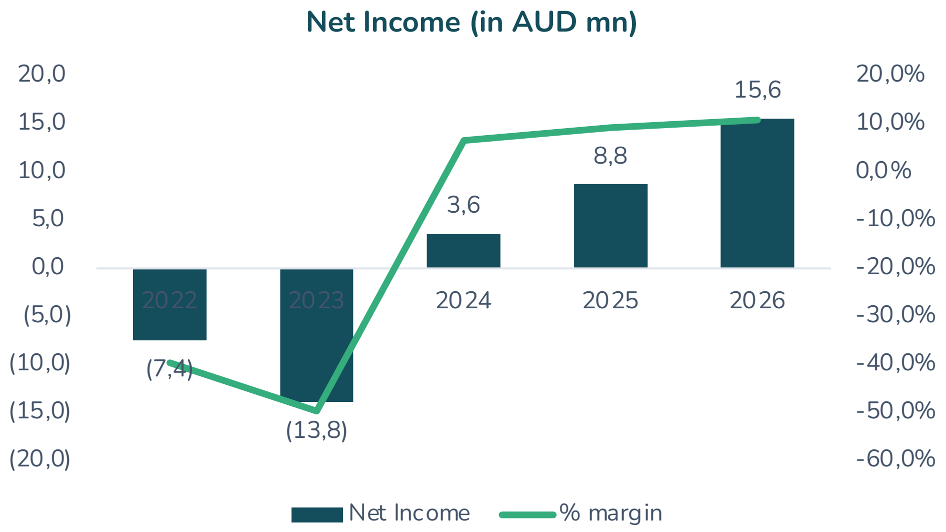
Forecast analysis and model assumptions

The company anticipates top-line growth with a projected CAGR of 72.7% over the next three years, reaching AUD 147.7 million in FY26P. This growth is envisaged to be driven by a combination of organic and inorganic factors, including a strategic acquisition of Pain Away, expected to enhance operational efficiencies through economies of scale. Additionally, the "IP Licensing" segment is forecasted to grow at a CAGR of approximately 93.3% between FY23 to FY26P, while "Owned Brands" is expected to achieve a 47.6% growth during the same period, attributing to organic expansion. Gross margin improvement from 17% in FY23 to 31.6% in FY26P is anticipated, fuelled by economies of scale and the high gross margin of Pain Away at ~50.0%.

The company's net income is expected to increase from AUD -13.8 mn in FY23 to AUD 15.6 mn in FY26P. The company expects its net margin to increase from -49.6% in FY23 to 10.8% in FY26P. Currently, there are a number of product expansion plans along with strategic acquisition of Pain Away which will lead to various operational synergies for the company.



Historical and Projected Revenue for Wellnex (Projections inclusive of Pain Way financials)



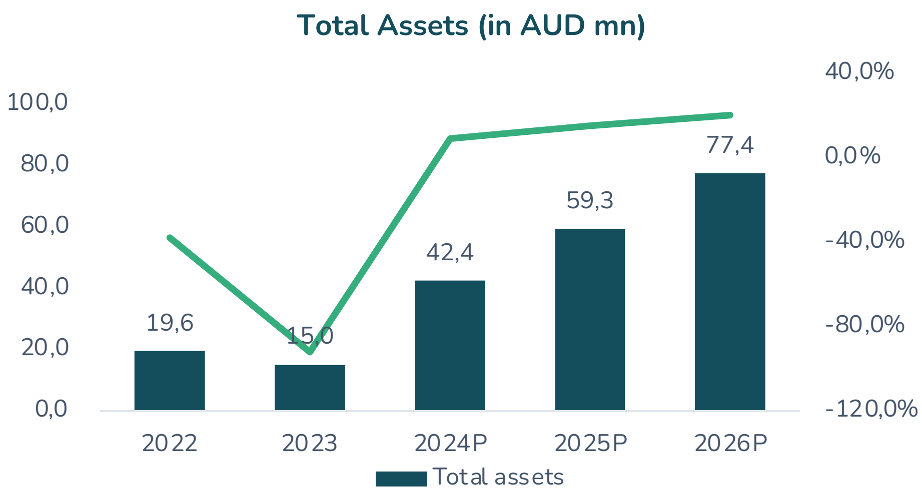
Balance Sheet Analysis

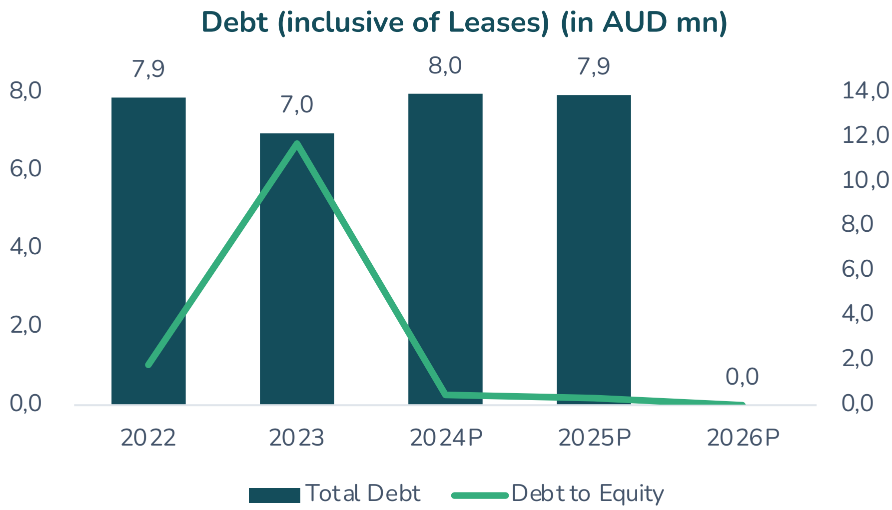
Historical Analysis

In FY23, the total assets of the company stood at AUD 15.0 million, reflecting a decrease of 23% from AUD 19.6 million recorded in FY22. Concurrently, the net assets of the entity were $0.6 million, a notable decrease from the previous year's figure of $4.4 million. The decrease in total assets was primarily driven by a decrease in inventories, trade receivables, intangibles and cash & cash equivalents. The company incurred a huge goodwill impairment of around AUD 4.0 million and made prepayments comprising the initial placement of $2.2 million for the acquisition of Pain Away during FY23. The company has been making capital expenditures primarily with regard to the acquisition of business and assets. Additionally, the company has decreased its long-term debt and long lease liabilities quite significantly from a total of AUD $5.38 million in FY22 to AUD $0.05 million in FY23. However, the company's Return on Assets (ROA) deteriorated, reaching -92.1% in FY23 compared to the previous year owing to the loss incurred during the period.

Forecast analysis and model assumptions

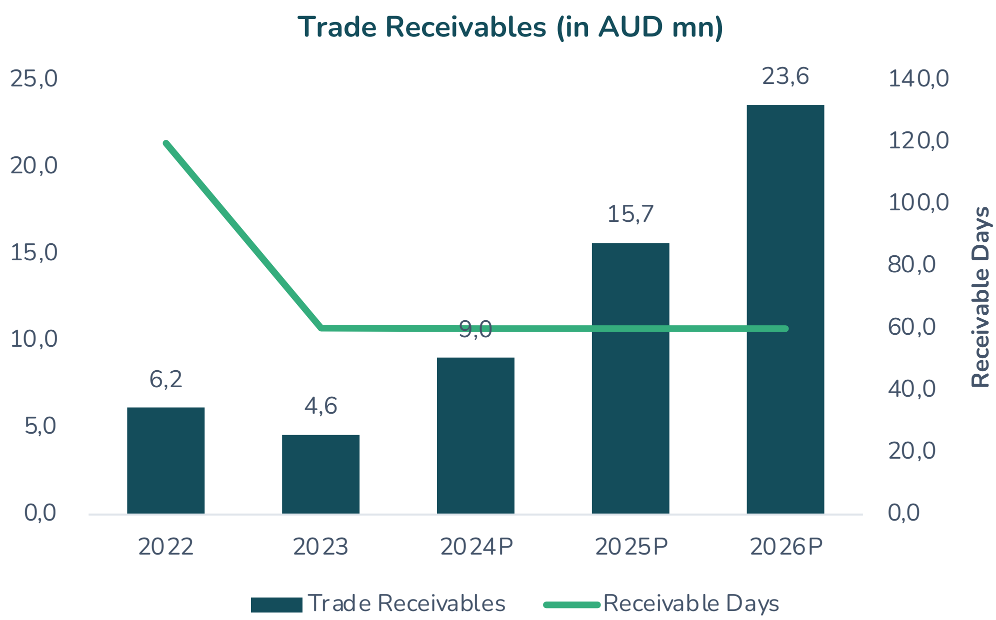
Wellnex's total assets are projected to grow at a CAGR of ~72.7% over the next 3 years (FY23 to FY26P) and reach AUD 77.4 million. Over the next three years (FY22 – FY26P), the company plans its expansion initiatives through strategic partnerships, product launches, and acquisitions, contributing to the anticipated increase in intangibles, primarily driven by goodwill generated from business acquisitions. Despite a negative Return on Assets (ROA) and Return on Equity (ROE) in FY23, the expansion plans of the company are expected to propel these metrics to 20.1% and 37.5%, respectively, by FY26P. Regarding the Debt (inclusive of lease liabilities), the company envisions a reduction to zero over the forecasted periods from FY23 to FY26P. This trajectory is anticipated to result in a Debt-to-Equity ratio of 0.00 by FY26P, signalling the company's expectation to achieve a debt-free status.



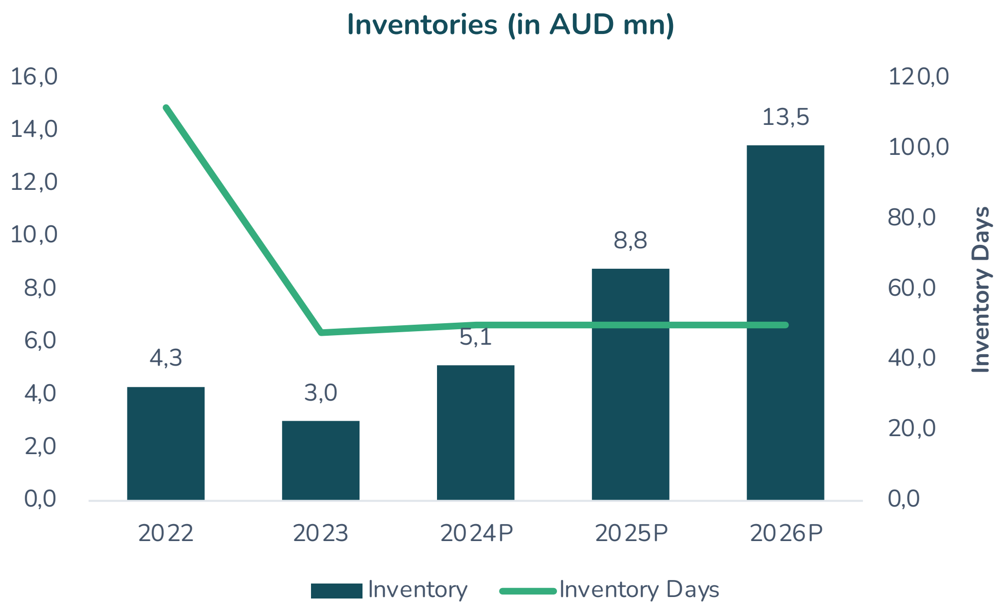


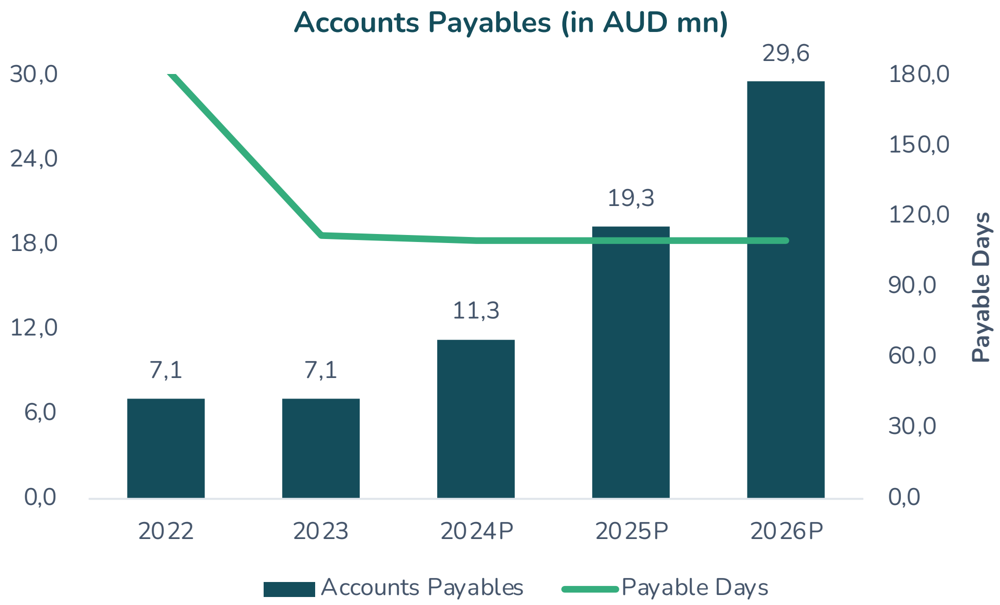
Operating Metrics Trend Analysis

Wellnex's Trade Receivables witnessed a decrease from AUD 6.2 million in FY22 to AUD 4.6 million in FY23. Concurrently, the company successfully reduced its Receivables Days from 119.9 to 60.2 during the same period. Anticipating a growth trajectory, the company is expected to increase its Trade Receivables at a CAGR of 72.5% from FY22 to FY26P. Despite the projected increase in Trade Receivables, the Receivable Days are anticipated to remain constant at 60 over the next three projected years.



Wellnex's Inventory had decreased from AUD 4.3 million in FY22 to 3.0 million in FY23. Concurrently, the company successfully reduced its Inventories Days from 111.7 to 47.8 during the same period. Envisaging growth, the company is expected to increase its Inventories at a CAGR of 64.4% from FY22 to FY26P. Despite the projected increase in Inventories, the Inventories Days are anticipated to remain constant at 50 over the next three forecasted years.




Accounts Payables (in AUD mn)
30,0
24,0
18,0
12,0
6,0
0,0
180,0
150,0
120,0
90,0
60,0
30,0
0,0
Payable Days
7,1
7,1
11,3
19,3
29,6
2022
2023
2024P
2025P
2026P
Accounts Payables
Payable Days

Valuations

The current price target of 11.5c is based on a peer-group-based analysis comprising of three custom FactSet Industry indices, a) Health Technology, b) Retail Trade, and c) Australian broad market index. For our base multiple, we use an equally weighted metric of the three indices that are applied to Vested's estimates and management's guidance for EBITDA and Net Income.

We use equal weights for each estimate then take a time weighted average of 24E & 25E which produces the current price target of 14.5c – that is then adjusted for a 20% liquidity discount resulting in our price target of 11.5c

	Price / Earnings			EBITDA			EV/Sales		
Sector	LTM	2024E	2025E	LTM	2024E	2025E	LTM	2024E	2025E
Finance	14.8x	14.3x	14.1x	25.4x	16.4x	15.7x	9.4x	11.6x	10.8x
Non-Energy Minerals	12.4x	12.1x	12.1x	6.2x	5.8x	5.8x	2.7x	2.6x	2.5x
Retail Trade	19.7x	20.7x	19.8x	9.9x	9.8x	9.5x	1.0x	1.0x	1.0x
Health Technology	50.3x	35.0x	29.0x	29.9x	22.1x	19.0x	6.3x	5.7x	5.1x
Energy Minerals	5.6x	8.3x	9.0x	3.2x	3.8x	3.9x	1.0x	1.2x	1.2x
Technology Services	44.3x	44.3x	34.7x	23.2x	20.2x	17.7x	6.0x	5.7x	5.3x
Transportation	22.5x	20.6x	17.7x	10.9x	9.6x	8.9x	2.9x	2.8x	2.6x
Consumer Services	39.5x	23.0x	19.7x	12.2x	11.5x	10.2x	2.6x	2.4x	2.3x
Communications	23.3x	26.1x	23.0x	8.4x	8.1x	7.7x	2.8x	2.8x	2.6x
Australia	15.2x	15.4x	15.0x	8.6x	8.2x	8.0x	2.1x	2.1x	2.0x

Key Stats	2022A	2023A	2024E	2025E	2026E
Revenue	18,793	27,892	54,938	95,284	143,670
y-o-y growth (%)		50%	97%	73%	51%
Gross Profit	4,686	4,754	17,452	31,136	45,384
% Gross	24.9%	17%	32%	33%	32%
Adj EBITDA	(5,536)	(6,823)	6,464	15,176	24,911
% EBITDA	(29.5%)	(24%)	12%	16%	17%
Adj EBIT	(5,683)	(7,097)	6,187	15,007	24,770
%EBIT	(30.2%)	(25%)	11%	16%	17%
Net Income	(7,449)	(13,846)	3,766	9,940	17,339
% net margin	(39.6%)	(49.6%)	6.9%	10.4%	12.1%

EV/EBITDA (Vested)		2024E	2025E	2026E
EBITDA	A$m	6,464	15,176	24,911
Multiple	x	13x	12x	11x
Target EV	A$m	$85,626	$182,514	$284,617
Less Net Debt	A$m	$9,823	$3,253	($10,011)
Equity Value	A$m	$75,803	$179,261	$294,628
p/f Shares Outstanding	Mln	1,029	1,029	1,029
Equity Value per share		$ 0.07	$ 0.17	$ 0.29

Price/Earnings (Vested)		2024E	2025E	2026E
Net Income	A$m	3,766	9,940	17,339
Multiple	x	23x	21x	20x
Equity Value	A$m	$88,435	$209,216	$346,720
p/f Shares Outstanding	Mln	1,029	1,029	1,029
Equity Value per share		$ 0.09	$ 0.20	$ 0.34

Wellnex Management (Guidance)		2024E	2025E
Revenue		$62,900	$105,000
EBITDA margin		14.2%	19.6%
EBITDA		$8,931.80	$20,580.00
Implied net margin*		8.6%	13.0%
Net Income		$5,382.78	$13,652.84

EV/EBITDA (Guidance)		2024E	2025E
EBITDA	A$m	8,932	20,580
Multiple	x	13x	12x
Target EV	A$m	$118,312	$247,509
Less Net Debt	A$m	9,823	3,253
Equity Value	A$m	$108,488	$244,256
p/f Shares Outstanding	Mln	1,029	1,029
Equity Value per share		$ 0.11	$ 0.24

Price/Earnings (Guidance)		2024E	2025E
Net Income	A$m	5,383	13,653
Multiple	x	23x	21x
Equity Value	A$m	$126,417	$287,376
p/f Shares Outstanding	Mln	1,029	1,029
Equity Value per share		$ 0.12	$ 0.28

Price Per Share Summary	Metric	2024E	2025E
Vested Estimate	EV/EBITDA	$ 0.07	$ 0.17
Management	EV/EBITDA	$ 0.11	$ 0.24
Vested Estimate	EqVal / Earnings	$ 0.09	$ 0.20
Management	EqVal / Earnings	$ 0.12	$ 0.28
Eql weighted		$0.10	$0.22
Current Price Target	$ 0.144		
Liquidity Discount	20.0%		
Current Price Target (adj)	$ 0.115		
Net Debt		9,823	3,253

Key Risks

When making decisions, WNX encounters a spectrum of risks, both general and specific. The following list outlines the different types of risks associated with Wellnex's situation:

Market Price Fluctuation Risk

The fluctuation in WNX's share price is influenced by various external factors, such as economic conditions, regulatory changes, geopolitical events, and market perceptions. These influences might lead WNX shares to trade below the issue price due to market dynamics and external conditions.

Liquidity Risk

WNX's shares' marketability depends on their turnover rate, influenced by its size and the collective investment interest of current and potential investors at any given time.

Dilution Risk

Current shareholders of WNX who don't participate in the Offer risk dilution of their percentage shareholding. Future capital raisings or new equity issuances by WNX to finance activities could also dilute the value of existing shareholders' interests.

Funding Risk

The acquisition doesn't rely on a financing condition. However, there's a risk of termination if capital raising isn't successful, potentially resulting in the forfeiture of the deposit. WNX's shares are presently in a trading halt while the Company finalises the structure and terms of its capital raising.

Growth Risk

Excessively rapid growth for Wellnex may lead to challenges in supplying products due to material shortages, production scaling issues, or unforeseen circumstances, risking the loss of manufacturing clients or reducing the customer base, negatively impacting its reputation and financial performance.

Acquisition Failure Risk

In case the acquisition does not proceed for any reason, including the failure to satisfy conditions precedent or breach of the business sale agreement between WNX and Pain Away, WNX will need to redirect the use of the majority of the funds raised under the capital raising to working capital, another acquisition, or a potential return of capital to shareholders or other uses to be determined by the board of WNX.

Historical and Projected Revenue for Wellnex (Projections inclusive of Pain Way financials)

Appendix

Income Statement

Wellnex Life Limited					
Income Statement (adj)					
Months					
Year ending	Jun-22	Jun-23	Jun-24	Jun-25	Jun-26
Year	2022	2023	2024	2025	2026
Sales	18,793.0	27,892.0	54,938.0	95,283.7	143,670.5
COGS	(14,107.0)	(23,138.0)	(37,486.2)	(64,147.9)	(98,286.5)
Gross Profit	4,686.0	4,754.0	17,451.8	31,135.8	45,384.0
General & Administrative	(4,624.0)	(2,660.0)	(2,197.5)	(3,573.1)	(4,310.1)
Employee Expenses	(3,304.0)	(4,205.0)	(3,296.3)	(5,240.6)	(7,183.5)
Sales Marketing & Distribution	(1,666.0)	(4,434.0)	(5,493.8)	(8,575.5)	(11,493.6)
Depreciation & Amortization	(147.0)	(274.0)	(297.8)	(218.8)	(147.8)
Other Operating Expenses, net	(628.0)	(278.0)	0.0	0.0	0.0
Operating Profit/ (Loss)	(5,683.0)	(7,097.0)	6,166.4	13,527.7	22,249.0
Interest Expense, net	(956.0)	(1,682.0)	(1,025.4)	(1,025.4)	-
Other Expenses, net	(810.0)	(5,067.0)	-	-	-
Pretax Profit / (Loss)	(7,449.0)	(13,846.0)	5,141.0	12,502.3	22,249.0
Taxes	-	-	(1,542.3)	(3,750.7)	(6,674.7)
Net Income	(7,449.0)	(13,846.0)	3,598.7	8,751.6	15,574.3

Balance Sheet

Wellnex Life Limited							
Balance Sheet							
Year ending	Jun-22	Jun-23	Pro-forma	Post Acquisition	Jun-24	Jun-25	Jun-26
Year	2022	2023	adjustments	Pro-forma	2024	2025	2026
Assets							
Current assets							
Cash and cash equivalents	3,181.0	322.0	213.0	535.0	3,714.8	10,285.0	15,660.8
Trade and other receivables	6,171.0	4,598.0		4,598.0	9,030.9	15,663.1	23,617.1
Inventories	4,319.0	3,029.0	1,100.0	4,129.0	5,135.1	8,787.4	13,463.9
Prepayments and other	168.0	3,428.0	(2,200.0)	1,228.0	494.4	771.4	1,013.5
Total current assets	13,839.0	11,377.0	(887.0)	10,490.0	18,375.1	35,506.8	53,755.3
Non-current assets							
Property, plant and equipment	42.0	48.0		48.0	43.2	38.4	33.6
Right-of-use assets	269.0	153.0		153.0	37.0	0.0	0.0
Intangibles	5,459.0	3,462.0	20,650.0	24,112.0	23,935.0	23,758.0	23,615.0
Total non-current assets	5,770.0	3,663.0	20,650.0	24,313.0	24,015.2	23,796.4	23,648.6
Total assets	19,609.0	15,040.0	19,763.0	34,803.0	42,390.3	59,303.2	77,403.9
Liabilities							
Current liabilities							
Trade and other payables	7,086.0	7,111.0		7,111.0	11,297.2	19,332.2	29,620.6
Borrowings	2,377.0	6,788.0	(5,118.0)	1,670.0	1,670.0	1,670.0	0.0
Lease liabilities	95.0	110.0		110.0	73.3	36.7	0.0
Employee benefit provisions	192.0	287.0		287.0	208.3	331.1	453.9
Provisions	55.0	0.0		0.0	0.0	0.0	0.0
Total current liabilities	9,805.0	14,296.0	(5,118.0)	9,178.0	13,248.8	21,370.0	30,074.4
Non-current liabilities							
Borrowings	5,198.0	0.0	6,218.0	6,218.0	6,218.0	6,218.0	0.0
Deferred consideration			5,650.0	5,650.0	5,650.0	5,650.0	5,650.0
Lease liabilities	188.0	52.0		52.0	0.0	0.0	0.0
Employee benefit provisions	59.0	98.0		98.0	67.8	107.9	147.8
Total non-current liabilities	5,445.0	150.0	11,868.0	12,018.0	11,935.8	11,975.9	5,797.8
Total liabilities	15,250.0	14,446.0	6,750.0	21,196.0	25,184.7	33,345.9	35,872.3
Equity							
Issued capital	102,620.0	112,424.0	13,013.0	125,437.0	125,437.0	125,437.0	125,437.0
Reserves	3,450.0	3,727.0	0.0	3,727.0	3,727.0	3,727.0	3,727.0
Accumulated losses	(101,711.0)	(115,557.0)		(115,557.0)	(111,958.3)	(103,206.7)	(87,632.4)
Total equity	4,359.0	594.0	13,013.0	13,607.0	17,205.7	25,957.3	41,531.6
Total Equity and Liabilities	19,609.0	15,040.0	19,763.0	34,803.0	42,390.3	59,303.2	77,403.9

Cash Flow Statement

Wellnex Life Limited			
Cash Flow Statement			
	Jun-24	Jun-25	Jun-26
	2024	2025	2026
Net Income	3,598.7	8,751.6	15,574.3
Depreciation and Amortization	297.8	218.8	147.8
Interest Expense	1,025.4	1,025.4	0.0
Changes in Working Capital			
Accounts Receivables	(4,432.9)	(6,632.2)	(7,954.0)
Inventory	(1,006.1)	(3,652.3)	(4,676.5)
Prepayments and other	733.6	(277.0)	(242.1)
Accounts Payable	4,186.2	8,035.0	10,288.3
Employee Benefit Provisions	(78.7)	122.8	122.8
Cash flow from Operating Activities	4,324.0	7,592.3	13,260.5
Purchase/Sale of Fixed Assets, Net	-	-	-
Cash flow from Investing Activities	-	-	-
Inc / (Dec) in equity	-	-	-
Inc / (Dec) in existing debt	-	-	(7,888.0)
Inc / (Dec) in Reserves	-	-	-
Interest Paid	(1,025.4)	(1,025.4)	-
Repayment of lease liabilities	(88.7)	(36.7)	(36.7)
Repayment of Employee Benefit Provisions	(30.2)	40.0	40.0
Cash flow from Financing Activities	(1,144.3)	(1,022.1)	(7,884.7)
Net Change in Cash	3,180	6,570	5,376
Beginning balance sheet cash	535.0	3,714.8	10,285.0
Ending balance sheet cash	3,714.8	10,285.0	15,660.8

Management Team

George Karafotias – CEO

George is a specialist in restructuring, reinventing and implementing turnaround strategies for various ASX-listed companies with great success. His extensive experience includes an established track record with publicly-traded businesses, predominantly in senior executive positions. He is also a non-executive Director of Perpetual Resources Limited (ASX:PEC), and holds a Bachelor of Commerce degree from the University of Adelaide.

Zack Bozinovsk - Managing Director

Zack is a highly successful and seasoned executive in the Australian retail industry with over 35 years' experience within FMCG and Pharmaceutical companies in Australia and internationally. Zack has previously held senior positions at Uncle Tobys/Goodman Fielder, PepsiCo and Sigma and successfully developed and established many brands in the Australian retail sector. Zack most recently held the position of Managing Director at Brands Solutions Australia. Zack was also a co-founder of Voost Vitamins, recently sold to Proctor & Gamble.

Nicholas Krogh - General Manager (Sales)

Nicholas has had over 20 years in FMCG including various roles within LÓreal Australia, including over 2 years as National Field Manager, 4 years as head of Pharmacy and 2 years with Woolworths & Big W. He then went on to a joint venture with Nestle Health Sciences in the Vitamin space for 2 years. After another 3 years in the baby/toddler market with Tommee Tippee as National Business Manager Nick headed back to the beauty space and joined The Heat Group. Nick spent the next 8 years working within the heat business across all channels including Pharmacy, Grocery, Export, and emerging markets. Nick spent the last 2 years under the newly formed Hiro Brands business as Executive General Manager of Sales and was an integral part of the complex integration of The Heat Group and The Aware Environmental Group.

Dominique Ries – Marketing Manager

A highly experienced FMCG and Consumer Healthcare marketing professional, Dominique has a depth of experience gained in senior roles across several large organisations including Unilever, Goodman Fielder Treasury Wines and most recently Ego Pharmaceuticals. She is a commercially focused marketer who has been instrumental in driving Ego's global digital strategy and leading a marketing team that includes traditional marketing and NPD as well as Digital, eCommerce and Design.

Board of Directors & Governance

Eric Jiang – Non-Executive Director

Eric Jiang is a corporate adviser and independent board member. Eric brings a distinctive understanding of the cultural, economic and strategic context in which Australian businesses engage with China. Eric has previously sat on the boards of ASX listed corporates Connexion Media Limited (ASX:CXZ), Perpetual Resources Limited (ASX:PEC) and Wingara AG Limited (ASX:WNR). He is a past President of The Chinese Community Council of Australia.

Jeffrey Yeh – Proposed Non-Executive Director

Jeffrey Yeh is an experienced all-rounded entrepreneur, with over 21 years' experience in all aspects of pharmaceutical sales, marketing, production, quality assurance, operations, logistics, finance and management. Jeffrey co-founded Homart Pharmaceuticals in 2002, and since then has grown Homart into a premier and award winning manufacturing and brand business with over 200 employees and an international presence.

Andrew Vidler – Proposed Independent Non-Executive Director

Andrew Vidler has comprehensive experience across retail, consumer health products and retail pharmacy. Andrew in his over 30 years' experience includes nearly 20 years with the EBOS Group (formerly FH Faulding, Mayne Group and Symbion), where across many roles he led the Terry White and Chemmart pharmacy brands and the Endeavour consumer health products business.

George Karafotias – CEO

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Zheng (Kobe) Li – Non-Executive Director

Kobe Li is a qualified lawyer and has extensive experience as a company secretary, with a particular focus on advising on transactions, and appropriate corporate governance. Kobe's experience includes eight years at the Australian Securities Exchange (ASX) Listings Compliance team, where he held a Senior Adviser role overseeing a portfolio of listed entities and ensuring their compliance with the ASX Listing Rules.

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