

## ASX ANNOUNCEMENT

30 May 2022

### Biome secures Distribution Agreement with Priceline Pharmacy Group

- National distribution agreement executed with Priceline Pharmacy Group
- Biome's distribution network expanded - 370 high volume service focussed pharmacies added to network
- Biome's existing distribution relationship with Australian Pharmaceutical Industries (API) is strengthened by this agreement
- Biome increases distribution by 50% since IPO on 30th November 2021

Microbiome health company **Biome Australia Limited** (ASX: BIO) ('Biome' or 'the Company') is pleased to announce it has signed a material distribution agreement with Australian Pharmaceutical Industries' (API), Priceline Pharmacy Group ("**Priceline**") to sell its Biome's Activated Probiotics® as core range in their 370 pharmacies across Australia.

Priceline is one of the largest health and service focussed pharmacy groups in Australia, backed by both API and its new owners the Wesfarmers group. Priceline pharmacies offer their patients the highest quality professional products and advice, aligning well with Biome and its Activated Probiotics range.

Under the new partnership, Priceline is placing an initial allocation of Biome's Activated Probiotics® range into its pharmacies around Australia between June and July 2022. The new partnership will be launched at Priceline Pharmacy's inaugural Health Masterclass education series commencing with its members on 20 June 2022.

This distribution agreement further validates Biome's Activated Probiotics product range. This materially expands Biome's distribution network in Australian community pharmacy with 370 new accounts and access to new customers. This new partnership will provide further momentum to Biome's revenue growth.

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**Priceline Pharmacy General Manager Andrew Vidler said:** *“We are pleased to be working with Biome Australia to offer the Activated Probiotics® product range to our customers. We know that Australians want to make informed decisions about their health, and as a result, are increasingly seeking scientifically-backed products to support their health aspirations. Biome’s product range adds to Priceline’s strong and comprehensive health proposition to our customers.”*

**Biome Australia Managing Director and Founder Blair Norfolk said:** *“Distribution of Biome’s flagship Activated Probiotics® product range via Priceline Pharmacy presents an exciting opportunity for us to impact more patient lives in Australian communities. We are proud to support the evolving health service focus of Priceline Pharmacy with our Activated Probiotics practitioner-only range. Biome’s mission to improve health outcomes with products accessible to all Australians will be further supported by this new partnership. “*

The Priceline distribution agreement, along with practitioner channel growth, takes Biome’s distribution footprint to circa 3,000 distribution points. This is a 20% increase since 31st March 2022, and brings the total increase in distribution points to 50% since Biome’s IPO on 30th November 2021.

For material terms of the agreement please refer to Appendix A.

**- ENDS -**

Approved for release by the Biome Australia board of directors.

### **About Biome Australia Limited**

Biome Australia develops, licenses, commercialises and markets innovative, evidence-based live biotherapeutics (probiotics) and complementary medicines, many of which are supported by clinical research. Biome aims to improve health outcomes and quality of life, and make its products accessible to all.

Incorporated in Australia in 2018, Biome distributes locally and abroad. In partnership with some of the world's leading organisations in microbiome research and development, Biome produced several unique live biotherapeutic (probiotic) products with innovative delivery technologies that improve their stability and efficacy to create its flagship range of complementary medicines: [Activated Probiotics®](#).

Supported by clinical research, including randomised double-blind placebo-controlled trials, Activated Probiotics help prevent and support the management of various health concerns,



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including low mood and sleep, bone health, iron malabsorption, mild eczema and IBS. Through practitioner-only distribution, Biome is committed to educating health professionals on the newfound systemic health effects of the gut microbiota, helping them to provide innovative, evidence-based natural medicines for the management of some of humanity's most prevalent and chronic health concerns. Biome also develops, licenses and distributes a scientifically formulated, organic nutraceutical range, Activated Nutrients<sup>®</sup> and a sports performance and recovery range, Activated X Performance<sup>®</sup>, which is made exclusively for professional athletes.

For more information visit: [www.biomeaustralia.com](http://www.biomeaustralia.com)

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### **Forward looking statements**

*This release may contain forward looking statements, including but not limited to projections, guidance on future revenues, earnings, other potential synergies and estimates and the future performance of Biome (**Forward Looking Statements**).*

*Forward Looking Statements are provided as a general guide only and should not be relied upon as an indication or guarantee of future performance. Actual results, performance or achievements may differ materially from those expressed or implied in such Forward Looking Statements and any projections and assumptions on which these Forward Looking Statements are based. Such statements may assume the success of Biome's business strategies. You are cautioned not to place undue reliance on Forward Looking Statements.*

*The Forward Looking Statements are based on information available to Biome as at the date of this release. Any Forward Looking Statements containing forward looking financial information provided in this release is for illustrative purposes only and is not represented as being indicative of Biome's views on its future financial condition and/or performance. The historic financial information for the September 2021 financial quarter and revenue figures for October and November 2021 have not been audited or reviewed by Biome's auditors. Such information should not be taken as a guide for future performance. 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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or any part of it, or that this release contains all material information about Biome or which a prospective investor or purchaser may require in evaluating a possible investment in Biome or acquisition of securities in Biome.

Investors are strongly cautioned not to place undue reliance on Forward Looking Statements, particularly in light of the current economic climate and the significant volatility, uncertainty and disruption caused by the Covid-19 pandemic.



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## Appendix A

### Material Conditions with Priceline Pharmacy Group

Term of Agreement	<p>The term of the agreement is for a 12-month period commencing on 1 June 2022.</p> <p>It is anticipated both parties will renegotiate a further 12 - month period on completion of the current agreement and on an annual basis.</p>
Commercial Terms	<p>In accordance with the terms of the agreement, the specific commercial terms around pricing remain confidential.</p> <p>The Company will keep the market updated on material business activities as they come to light.</p>
Termination	<p>The agreement does not have any termination for convenience clauses.</p>



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