ASX ANNOUNCEMENT

13 November 2024

Business and International Market Update

- Following a successful test market launch in Canada, *Biome* moves to an official market launch in both health retail and practitioner markets
- First Canadian staff member to start on the road (in Ontario) this November
- Three additional products approved by Health Canada in October
- *Biome* reaches a new three month record with 188,000 consumer units purchased of *Activated Probiotics* in Australian market, up ~60% vs PCP (Aug-Oct 2023)
- Terry White Chemmart retail scan sales reach $3.5m for 12 months to October up ~75%
- *Biome Cholesterol Probiotic* successfully launched internationally

---

Microbiome health company ***Biome Australia Limited*** (ASX: BIO) (*'Biome'* or 'the company') is pleased to share a trading update on the local business and our North American market expansion.

Biome reports positive early sales and feedback in Canada, over the initial first two months of the test market. *Biome* is pleased to share that our entry into the market is now sufficiently derisked to move forward from test market to a wider brand launch for *Activated Probiotics* within independent pharmacy, health food and practitioners effective immediately.

Biome has recruited its first practitioner education consultant in Ontario, to support the growth and development of our initial accounts working alongside partner sales staff from Ecotrend Ecologics. Biome is also pleased to share that a further three products have been approved by Health Canada in October, taking the total to 12 of 17 products approved.

In the local Australian market, *Biome's Activated Probiotics* continues to grow from strength-to-strength; reaching a new record in sell-through over the last rolling three months of 188,000 units (up ~60% vs PCP). This result represents units purchased by customers from our wholesale partners, a metric of critical importance, demonstrating the growing demand for and success of the *Activated Probiotics* brand in the market.

Australia's largest pharmacy group and one of *Biome's* largest pharmacy partners Terry White Chemmart, has reached a new record in sales. Terry White reported in October they have reached $3.5m in retail scan sales and growing ~75% over the rolling 12 months. *Activated Probiotics* is now the number two brand in total revenue within the practitioner-only category and the number one for growth.

Biome launched its newest targeted, clinically proven probiotic in the market in Q1 FY25: *Biome Cholesterol Probiotic*. The product has been very well received by both *Biome's* health retail and practitioner market, leading to strong initial sales and an early reorder of inventory.

Having commenced the Vision 27 strategic plan in FY25, the company is on track to achieve its goals shared with the market in Q1.

Biome Australia's Managing Director and Founder, Blair Vega Norfolk commented:
"I am very pleased with the initial reaction of how Activated Probiotics has been received in the Canadian market by customers, retailers and health professionals alike. We view this market and region to be of key strategic importance for Biome's future. The ongoing growth and development in our local market, Australia, has also been very encouraging. The Activated Probiotics brand continues to lead the way as one of the highest growth brands in Australia, with our established health retail partners reporting record sell-through and scan sales over the past few months."

-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, 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.

For more information visit: www.biomeaustralia.com

Investor Relations
Jo Power
+61 (3) 9017 5800
corporate@biomeaustralia.com

Media enquiries
media@activated.co

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.

To the maximum extent permitted by law, Biome excludes and expressly disclaims all liabilities in respect of, and makes no representation or warranty, express or implied as to the fairness, currency, accuracy, reliability or completeness of information in this release or the accuracy, likelihood of achievement or reasonableness of any Forward Looking Statements (or any event or results expressed or implied in any Forward Looking Statements) contained in, implied by, the information in this release 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.