The partner of choice for self-care products

Full Year Results to 31st December 2022



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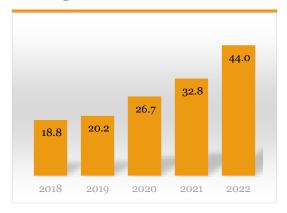
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Full Year Progress - Revenue, EBITDA & Cash Generation *

Group Revenue £'m



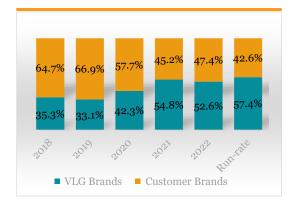
Gross Profit £'m / %



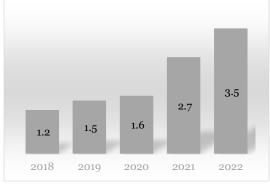
Adj. EBITDA¹ £'m / %



Revenue Mix %

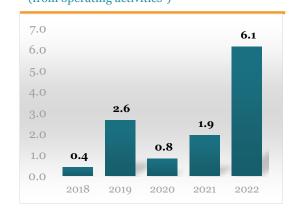


Operating Profit £'m (before exceptional items)



¹ Before exceptional items and share based payments

Net Cash Generation £'m (from operating activities²)



² Excluding cash exceptional items

^{*} Figures exclude one-off HSG impact in 2020

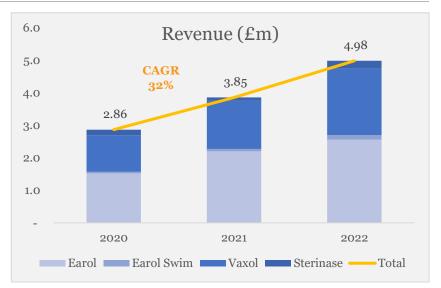
Key themes 2022

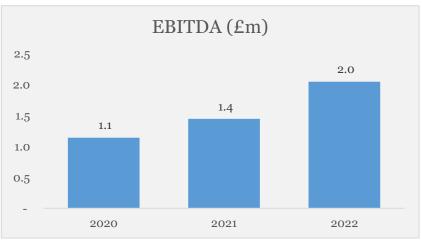
- Positive impact of 2021 acquisitions, gross margin improvement driven by accretive M&A
- Delivering increased levels of EBITDA margin and cash generation
- Strong order book, comfortably ahead of the same time previous year (like for like)
- Multiple organic revenue growth opportunities in the portfolio, for future growth in UK and overseas
- Another earnings enhancing acquisition HL Healthcare Ltd (incl. Earol), 30th November 2022
- Significant spare operating capacity remains, and scalable further
- Pipeline of potential M&A opportunities with significant resource (RCF) available to utilise
- Supply chain pressures reducing by year end, with strategies in place to continue to protect gross margin and fulfil demand through difficult trading conditions
- New Board appointments, Paul McGreevy as Non-Executive Chairman and Mark Adams as Non-Executive Director

Mergers & Acquisitions Update

HL Healthcare Overview¹

- Acquired 30 November 2022 for £13 million, EV multiple 6.0x EBITDA under VLG ownership
- Acquired brands; Earol, Earol Swim and Sterinase
- Revenue CAGR of 32% over last 3 years
- Revenue for twelve months ended 31 December 2022 £5.0m (of which £0.2m in December 2022 as contribution to VLG)
- Identified revenue upside potential from crossselling and new product development (NPD)
- EBITDA for twelve months ended 31 December 2022 £2.0m (of which £0.1m in December 2022 as contribution to VLG)
- EV Consideration of £13m: £8m on completion, £2m loan note payable (Nov 2024) plus £3m earnout.
- Post period end (Q1) trading of Earol 9% ahead of previous year (overall 1% ahead) and in line with management expectation.

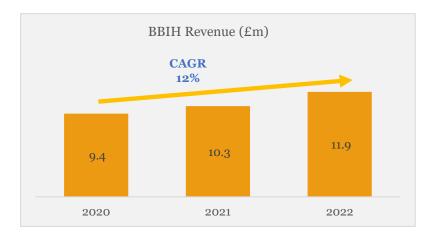




Recent Acquisitions *Performance*¹

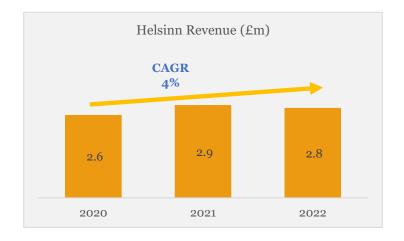
BBI Healthcare Acquired Jun-21

- · Acquired brands; Lift, Glucogel, Balance Activ
- Revenue CAGR of 12% over last 3 years
- Contributed £11.9m into Group revenues in 2022
- 2022 revenue growth +16% on like for like basis



Helsinn Acquired Aug-21

- · Acquired brands; Gelclair, Pomi-T, Xonrid
- Revenue CAGR of 4% over last 3 years
- Contributed £2.8m into Group revenues in 2022
- 2022 revenue growth -3% on like for like basis
- Significant new agreements secured in Q4-2022, estimated worth £0.7m revenue per annum (incremental)

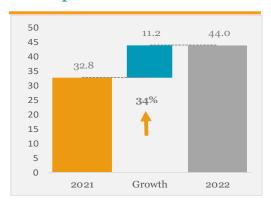


¹ Revenue and EBITDA comparatives presented on a pro-forma basis based on 12 months ended 31 December

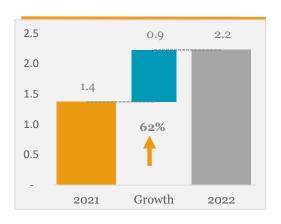
Financial Overview

Financial Progress across key measures of success

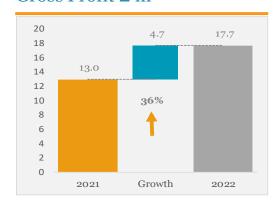
Group Revenue £'m



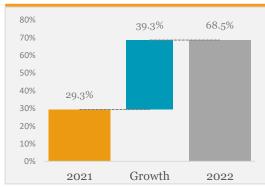
Operating Profit £'m

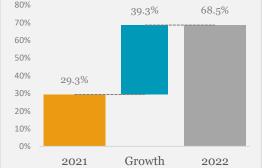


Gross Profit £'m

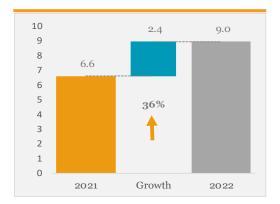


Cash Conversion % (from operating activities²)

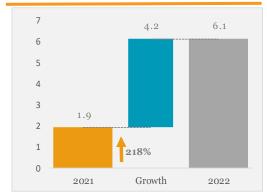




Adj EBITDA¹ £'m



Cash Generation £'m (from operating activities²)

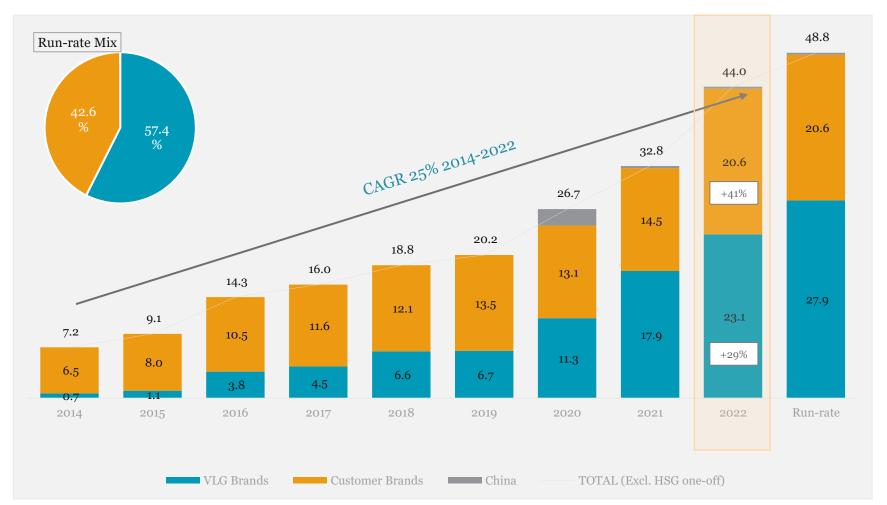


² Excluding cash exceptional items

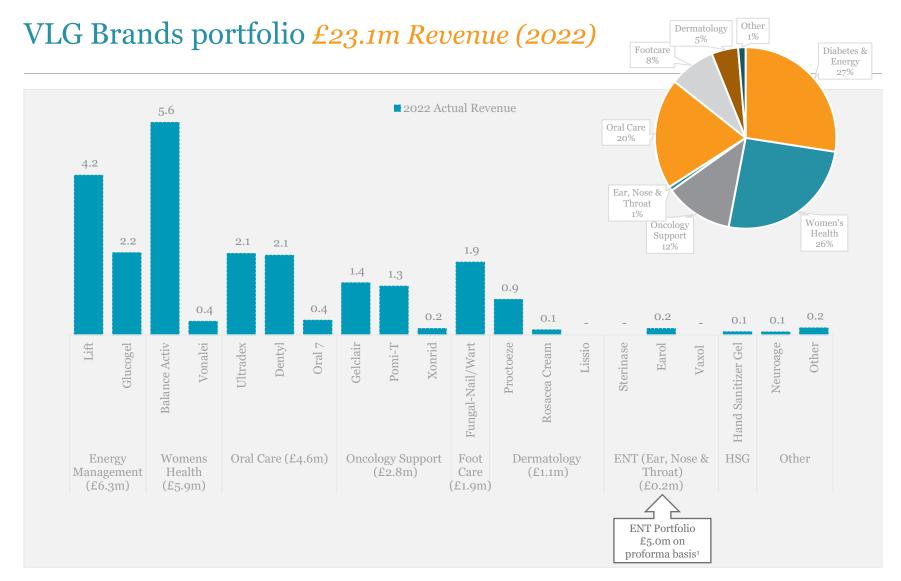
^{*} Figures exclude one-off HSG impact in 2020

¹ Before exceptional items and share based payments

Revenue £44.0 million *growth* +34% in 2022



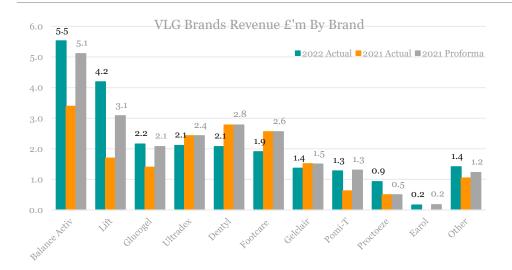
^{*} Figures exclude one-off HSG impact in 2020

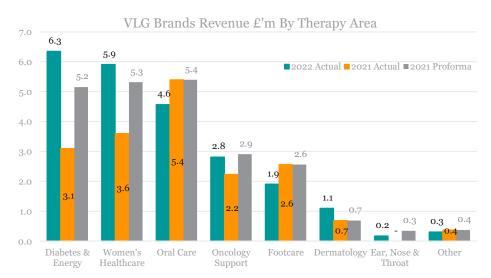


¹ Proforma basis i.e. if the acquisitions had been in place for the whole of the year

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VLG Brands Revenue 2022 performance



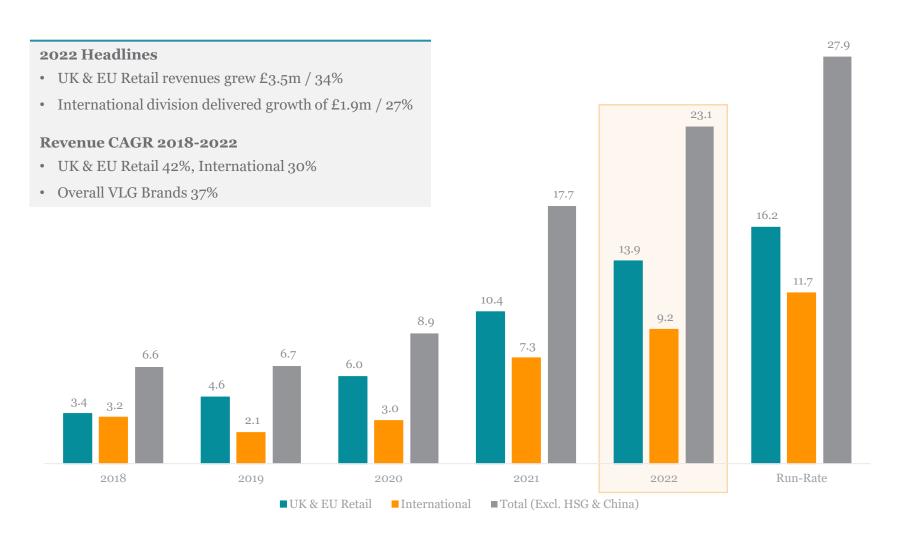


Overall VLG Brands reported growth of £5.2m / 29% in 2022 (proforma¹: £0.4m / 2%)***:

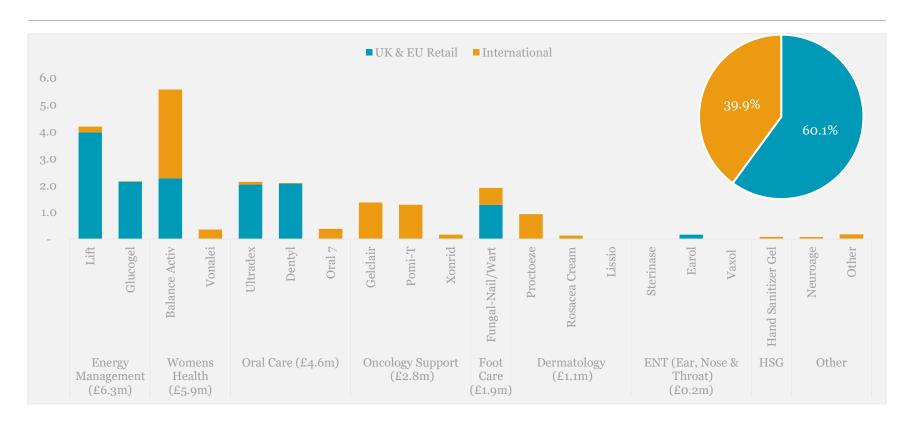
- Diabetes & energy management revenues grew £3.3m / 105% (proforma: £1.2m / 23%).
- Women's healthcare revenues grew £2.3m / 64% (proforma: £0.6m / 11%).
- Oral care revenues declined £0.8m / 15%.
- Oncology support revenues grew £0.6m / 26% (proforma: decline £0.1m / 3%).
- Other revenues also incl. footcare, dermatology and ENT grew £0.1m / 3%.

^{***} Further narrative and insight provided as part of commercial highlights (see slide 24)

VLG Brands Revenue £'m split by division



UK and International VLG Brands £23.1m Revenue (2022)



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Gross Margin % improvement



Gross Margin % Split between VLG and Customer Brands

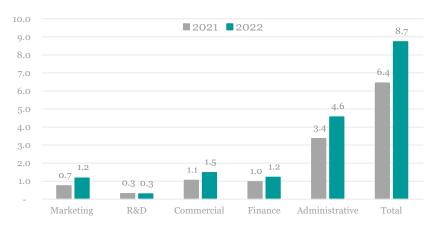


- Gross margin % increased by o.6ppts YoY despite the challenging supply chain backdrop:
 - Raw materials, packaging and transportation cost increases adversely impacted margin by 2.2ppts (COGs reflected materials procured during late 2021 at higher input prices)
 - Cost increases passed onto customers through pricing amounted to a 1.7% margin recovery
 - Utility costs increased 0.5% (H1-22 0.8% impact)
 - Accretive impact from recently acquired brands favourably impacted margin 3.2ppts
 - Revenue mix adverse impact of 1.6% due to higher proportion of lower margin customer brands versus previous year (H1-2022: 0.9% adverse impact)
 - Customer Brands gross margin % improvement 3.4ppts during year to 27.5% (2021: 24.1%).
 - VLG Brands gross margin % declined o.6ppts during year, attributable largely to successive cost increases on the Lift brand from the supplier (pharmacy customer price increase in progress).

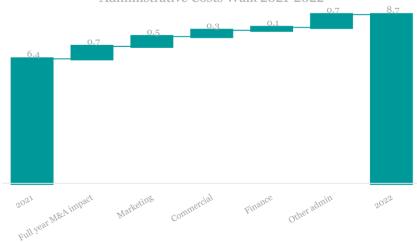
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Administrative *expenses**





Administrative Costs Walk 2021-2022

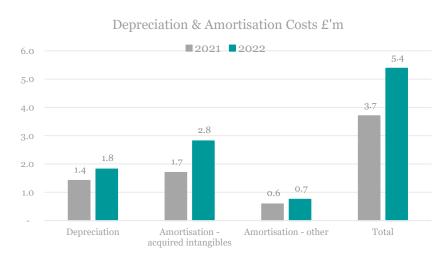


- Admin expenses increased by £2.3m / 37% YoY:
 - Full year impact of previous acquisitions (BBI acquired Jun-21 and Helsinn acquired Aug-21) £0.7m.
 - Marketing investment of VLG Brands £0.5m
 - Strengthening of central functions to support further growth (across finance and commercial) £0.6m
 - Other administrative cost investment to manage operations (incl. supply chain, IT and additional provisions*) £0.7m

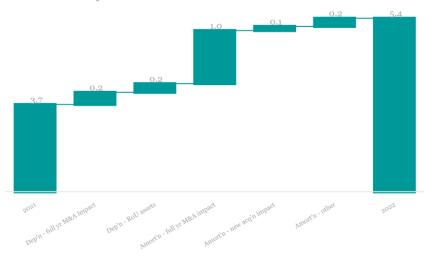
^{*} additional provisions of £0.5m related to management bonuses

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Depreciation & amortisation costs



Depreciation & Amortisation Walk 2021-2022

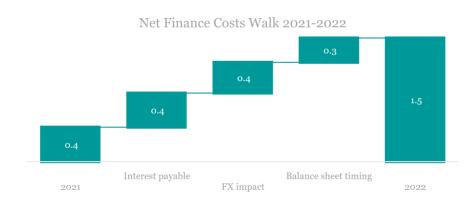


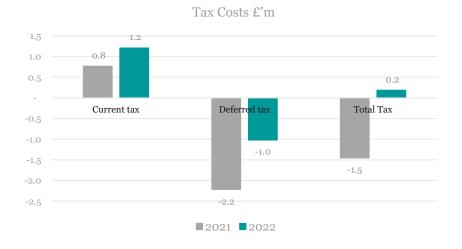
Depreciation and amortisation costs increased by £1.7m / 46% YoY:

- Full year impact of previous acquisitions
 (BBI acquired Jun-21 and Helsinn acquired Aug-21)
 £1.2m.
- New acquisition impact (HL acquired Nov-22) £0.1m
- Increased right of use (RoU) asset depreciation £0.2m
- Other depreciation and amortisation increases £0.2m

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Finance & tax costs





Net finance costs increased by £1.1m YoY:

- Interest payable increase of £0.4m to £0.6m (2021: £0.2m) reflects full year impact of Group's debt position as swung from net cash to net debt in mid-2021 upon acquisition of BBI.
- Additional adverse FX impact of £0.4m arising largely from translation of EUR borrowings (unrealised).
- Balance sheet timing impact of £0.4m arising from effective interest rate adjustments on commitment fees*.

Tax costs increased by £1.7m YoY:

- Current tax increased by £0.4m due to increase in taxable profits
- Deferred tax credit decreased by £1.3m*

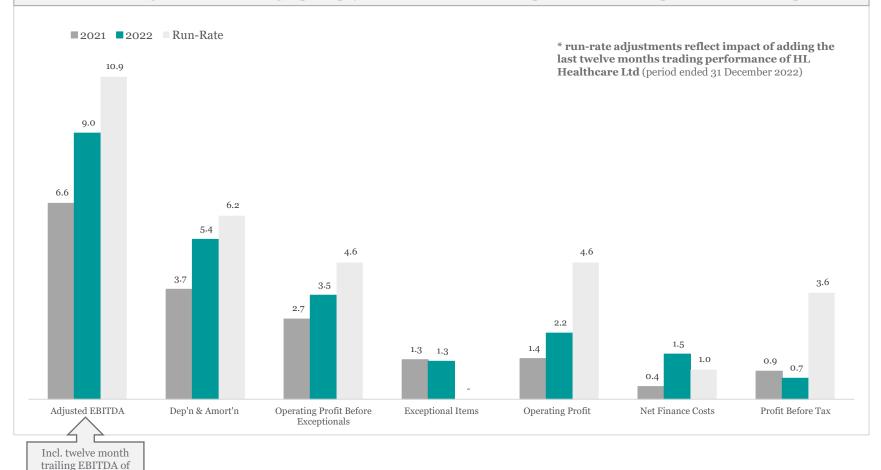
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^{*} Due to borrowing profile i.e. increased drawings in 2022.

^{*} Prior year figures included an initial recognition of a deferred tax asset of £2.4m for previously unrecognised tax losses.

2022 P&L summary and run-rate*

"Clear improvement across all the key measures of revenue, gross profit and EBITDA are translating to growth in operating profit and increased cash generation, enabling rapid repayment of debt, with further positive run-rate impact from the HL acquisition".



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HL Healthcare

Cashflow 2022

£ million	2022	2021	Movement	Comments (by exception)
Operating cash flow before movements in working capital	7.5	5.1	+47%	Attributable to EBITDA growth.
Working capital movements – Inventory	(2.3)	0.7		Build to protect supply (nb: inventory days in line with previous year).
Working capital movements – Other	0.9	(3.9)		Reflecting increased provisions.
Cash generated from operations	6.2	2.0	+216%	
Net Tax (paid) / received	(0.6)	(1.4)		
Net cash from operating activities	5.6	0.6	+826%	
Net cash from operating activities (adjusted for cash exceptional items)	6.1	1.9	+218%	
Cash flow from investing activities:	(11.7)	(39.2)		Driven by acquisition payments.
Cash flow from financing activities:	6.9	1.5		Reflects increased usage of RCF for M&A activities.
Net (decrease) / increase in cash and cash equivalents	0.8	(37.1)		
Net foreign exchange difference	(0.4)	0.2		
Cash at beginning of period	5.2	42.1		
Cash at end of period	5.6	5.2		
Operating Cash Conversion*	69%	29%	+40ppts	

^{*} Operating cash conversion calculated as Net cash from operating activities (excl. cash exceptional items) divided by Adjusted EBITDA

Net leverage position

£'million	December 2022	December 2021	Comments (by exception)
Revolving Credit Facility	(17.3)	(8.5)	Increased draw to fund acquisition payments (HL* £8.0m / Helsinn £2.5m)
Loan-note	(2.0)	-	Payable November 2024 and accruing interest SONIA + 5.0%
Cash	5.6	5.2	
Net Cash / (Debt) Before finance leases and deferred consideration**	(13.7)	(3.2)	
Deferred contingent consideration**	(2.9)	-	Un-crystalized at 31 December 2022, payable in 2023 if targets achieved.
Net Cash / (Debt) before finance leases	(16.6)	(3.2)	
Finance lease obligations	(4.6)	(4.2)	
Net Cash / (Debt) After finance leases	(21.2)	(7.5)	
Net Leverage ¹	1.4X	0.4X	Net leverage at 28 February 2023 1.3x.
Gross Leverage ²	1.9X	1.3X	Below Group's banking covenants of 2.5x.

¹ Group net leverage calculated as net debt (excluding finance leases) and using proforma Adjusted EBITDA on a trailing 12-month basis

² Group Gross leverage calculated as gross debt (excluding finance leases) and using proforma Adjusted EBITDA on a trailing 12-month basis

^{*} HL Healthcare Ltd acquisition on 30 November 2022

^{**} Deferred contingent consideration on acquisition of HL Healthcare Ltd which had not be crystalized as at 31 December 2022

Balance sheet 31 December 2022

£ million	Dec 2022	Dec 2021	Movement	Comments (by exception)
Intangible non-current assets	78.7	65.1	+21%	Reflecting HL* acquisition for fair value of £15.2m (EV £13.0m).
Tangible non-current assets	10.1	9.7	+4%	Investment in Biokosmes during 2022.
Deferred tax asset	2.4	2.3	+4%	Available tax losses to utilise against future profits.
Cash	5.6	5.2	+8%	
Inventory	12.0	9.0	+33%	Build to safeguard supply (nb: inventory days in line with previous year).
Other current assets	16.4	12.2	+34%	Driven by increase in trade receivables (£4.2m).
Total assets	125.3	103.6	+21%	
Interest bearing debt	17.3	8.5	+103%	Increased draw to fund acquisition payments (HL* £8.0m / Helsinn £2.5m)
Finance Leases	4.6	4.2	+9%	Added storage space reflective of inventory build.
Deferred consideration	2.9	2.4	+21%	2022 HL* acquisition / 2021: Helsinn acquisition (settled in 2022)
Loan Notes	2.0	-	+100%	HL Healthcare loan note payable Nov-24.
Deferred tax liabilities	8.7	6.6	+32%	Driven by temporary differences arising on HL acquisition.
Other liabilities	14.1	8.8	+60%	Driven by increased in trade payables (£3.1m) and provisions (£2.0m) incl. tax.
Total Liabilities	49.6	30.5	+63%	
Net Assets	75. 7	73.2	+3.4%	

^{*} HL Healthcare Ltd acquisition on 30 November 2022

2022 profit and loss account

£ million	2022	2021	Change	Slide
Revenue	44.0	32.8	+34.2%	10-14
Gross profit	17.7	13.0	+36.3%	
Gross margin	40.2%	39.6%	+o.6ppts	15
Administrative expenses (excl. depreciation, amortisation and share based payments)	8.7	6.4	+36.9%	16
Adjusted EBITDA ¹	9.0	6.6	+35.8%	
Adjusted EBITDA¹ as % Revenue	20.4%	20.1%	+o.3ppts	
Depreciation and amortisation	5.4	3.7	+45.5%	17
Operating Profit (before exceptional items)	3.5	2.7	+29.7%	
Exceptional Items	1.3	1.3	-4.0%	
Operating Profit	2.2	1.4	+62.4%	
Net Finance Costs	1.5	0.4		18
Profit before Tax (PBT)	0.7	0.9	-29.4%	
Adjusted PBT (excl. amortization and exceptional items)	5.5	4.6	+20.0%	
Tax*	(0.2)	1.5		18
Profit after Tax	0.5	2.4	-92%	
Adjusted EPS	4.30	4.94	-12.9%	

¹ Before exceptional items and share based payments * 2021 figures included initial recognition of deferred tax asset

Commercial highlights

Women's Intimate Healthcare – Balance Activ *Full Year highlights - 2022*

• Balance Activ growth +8%/+£0.4m in FY22 to £5.5m (FY21: £5.1m) on a pro-forma basis.

UK Market

- No.1 brand (volume) in BV sub-category, ahead of Canesbalance¹
- Growing ahead of the category and competitors –
 category worth £4.7m/-4% YTD, Balance Activ
 growing at +8.5% YTD, Canesbalance in decline -14%
- Momentum building into 2023
- Retailer expansion ASDA
- Innovation launched in Boots

International Markets

- Revenue impacted (-£0.5m) by Russia/Belarus decision
- Balance Activ **product launches** in key markets including **Brazil, Canada** via partner
- Balance Activ launched in Germany via Amazon platform

Post period end

- Retailer expansion in H1 23
- Amazon **expansion into main EU markets** in H₁ 23

Volume¹ Sales Market Share Trend %: BV sub-category

	L12W vs LY	YTD vs LY	L52W vs LY
Total Market	-4.3%	-4.4%	-3.8%
BALANCE	8.6%	8.5%	2.8%
Canesbalance	-14.2%	-14.0%	-12.0%
femfresh	-18.5%	-22.0%	21.0%





¹ Proforma basis i.e. if the acquisitions had been in place for the whole of the year

Diabetes/Energy Management - Lift *Full Year highlights - 2022*

• **Lift growth +36%/+£1.1m** in FY22 to £4.2m (FY21: £3.1m) on pro-forma basis

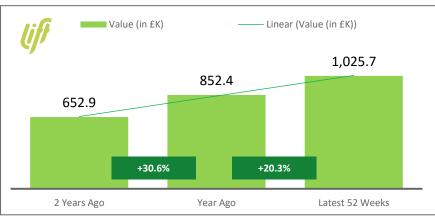
UK/International Markets

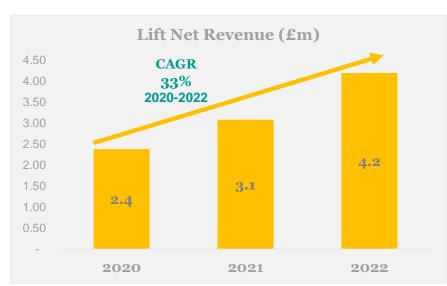
- Strong growth across all channels
- **Amazon** saw +79% YoY to £0.75m (FY21: £0.42m)
- Launched in Ireland 5 year agreement
- Growing ahead of the category and competitors category worth £3.8m/+13% YoY, **Lift growing** at +20%, Dextro growth only +10%

Post period end

- Wilko to launch Lift in March 2023
- Strong interest from key retailers
- **Innovation underway** new products to be launched in Q4 '23

Value Sales Lift Market Growth Energy/Sports Nutrition*





Oral Care – Dentyl & UltraDEX Full Year highlights - 2022

• -10%/-£0.5m¹ decrease in total oral care brands to £4.9m in FY22 (FY21: £5.4m)

UK - Dentyl

- Difficult market conditions:
 - Q1 price increase impacted sales
 - Fresh Protect delisted in Sainsbury's
 - Amazon bulk buy did not happen
 - UK mouthwash market in decline -6%²
- **Retail expansion** Wilko, B&M launched
- Tesco launch of Dentyl Advanced Protection

UK - UltraDEX

- Post-COVID recovery continued
- **Retained No.1 market share** in Halitosis subcategory in 2022 but threat from Fresh Breath Co.

International markets

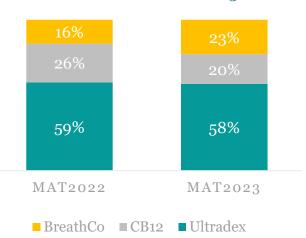
- China difficult market conditions persist with mouthwash market in decline -32% in Q4 22 vs. Q4 21
- 2022 launch impacted by lockdowns and delays in shipping







VALUE SHARE HALITOSIS MARKET MAT³ 11TH FEB 2023



¹ Performance shown before issuance of credit note £0.2m to previous partner in China

² Source: Nielsen, All Outlets excl. Amazon, Retail Sales Volume, 52 week ending 11th February 2023

HL Healthcare Acquisition

Integration & forward planning

- Acquired 30th November 2022
- 3 brands in 1 new therapy area ENT
- · Earol is key brand
- No.2 brand in the UK ear care market and fastest growing¹
- 85% audiologists recommend Earol²

HL Healthcare Net Revenue (£m) 6.00 CAGR 32% 5.00 2020-2022 4.00 3.00 4.98 2.00 3.85 2.86 1.00 2020 2021 2022

1 Source: Nielsen, VMS Dietary, All Outlets excl. Amazon, Retail Value Sales, 52 w/e 14 Jan-22

Focus for 2023:

- Marketing commenced research, brand revitalisation underway
- Innovation underway
- UK/international expansion underway
- Manufacturing opportunities





Oncology Support

Full Year highlights - 2022

Oncology Support

- -3%/£0.01m decrease in FY22 to £2.8m (FY21: £2.9m) due to order phasing
- **New partners** signed for Gelclair:
 - Brazil signed with Blau Farmaceutica 35 years experience in LATAM in Oncology & Specialty Care
 - Canada & Vietnam positive impact in 2023
- Gelclair now partnered in **38 markets** globally
- Key markets still open and remain target, including main EU, USA - new BD manager recruited to exploit this

Pomi-T Food Supplement

- Present in 13 markets, so opportunity to expand internationally
- New partners in Peru, The Netherlands and Singapore signed in 2022





Dermatology/Nail & Footcare Full Year highlights - 2022

Dermatology/Nail & Footcare

- -1%/£0.04m decrease in FY22 to £3.01m (FY21: £3.05m)
- Nail/Footcare new EU BD manager to extend nail/footcare products into EU retailers/discounters
- New 'own label' agreements signed with major retailers on various products

Post Period End

- Upgrade of stronger claims on Nail Fungal products
- Opportunity to extend nail/footcare products into EU retailers/discounters









Customer Brands business

Full Year highlights - 2022

Customer Brands Business

- +41%/+£6.0m increase in FY22 to £20.8m (FY21 : £14.8m)
 - Return to strong growth after quiet 2021, recovery to order patterns pre-2021
 - Growth from existing customers:

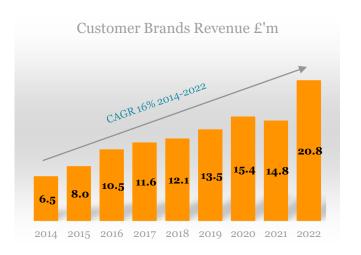
Due to growth in their sell out

To ensure business continuity, given supply chain issues

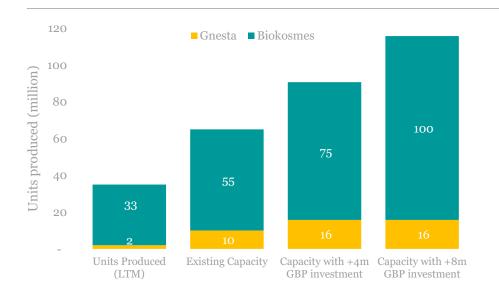
Some increased inventory levels

- Growth from new customers with new products 7 new customers gained in 2022
- 10 customers provide 85% of revenues
- Some orders brought forward from 2023 for customer specific reasons, but discounting this, still +30% growth YoY

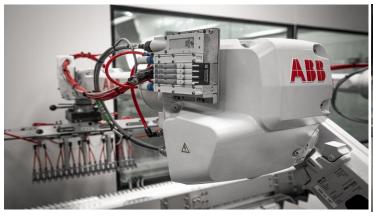




VLG's Manufacturing Scalability



Item	Group
Units produced LTM	35m units
Existing capacity	65m units
Utilisation (% of capacity)	54%
Capacity with £4.0m capex investment	91m units
Capacity with further £8.0m capex investment	116m units







Sustainable Life – to be a Trusted, Responsible and Sustainable Business

Sustainable Development Goals (SDGs)

- The 2030 Agenda for Sustainable
 Development, was adopted by all United
 Nations Member States in 2015, and provides
 a shared blueprint for peace and prosperity for
 people and the planet, now and in the future
- We believe the 17 SGDs is a clear framework for creating an effective ESG strategy and our commitments will therefore be aligned against the relevant SGDs.





































Sustainable Life - Our 5 Step Approach

- 1. **ESG Leadership Team** formed from a diverse and accurate representation of our stakeholders
- **2. Stakeholder Consultation -** consult with our stakeholders to understand the expectations of us, in being a trusted, responsible, and sustainable business
- **3. Priority Goals** following stakeholder consultation, identify our priority goals and ensure alignment to the SDGs
- **4. Measurement method** the key to our ESG success will be creating clear baselines and a transparent measure of progress against each of our goals
- **5. Reporting** regular reporting and transparency of progress to our stakeholders

Priority SDGs

SDG 3 - Good health and wellbeing

• Supporting our colleagues and consumers to lead healthier lives

SDG 7 – Affordable & clean energy

Progressing towards sourcing more of our energy from renewable resources

SDG 8 - Decent work and economic growth

 Helping our colleagues to succeed by providing support, flexibility and rewards to help them grow

SDG 9 – Industry innovation and infrastructure

• Investing in innovation and technology to further support our drive to sustainability

SDG 12 - Responsible consumption & production

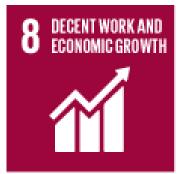
• Ambition to reduce waste and increase recycling and recyclability of of products

SDG 13 - Climate action

• Reduce our carbon emmissions













Sustainable Life – to be a Trusted, Responsible and Sustainable Business

Key achievements in 2022:

- ESG team established across the Group, with additional resource
- 77% reduction in carbon emissions from transport, by changing transport methods
- B Corp, Life Cycle and Carbon Footprint analysis begun in Italy
- Beginning of the process working towards carbon neutrality
- Heating consumption reduction of 23% in Q4 2022
- 18% of waste material at our Italian factory recycled
- Development of green packaging project with some of our largest customers
- 'Out of the box' program on brands to reduce packaging
- Achievement of the Ecovadis Bronze accreditation
- Installation of dynamic weighing system reducing waste





































ESG targets 2023

- **B** Corp application for Italian 1. factory
- Carbon footprint analysis for the Italian factory - will also deliver 'net zero by 2030 plan' by end 2023
- Life cycle analysis for 3 key VLG **Brands**
- Roll these initiatives out across the Group in 2024



Proactive, adaptable, resilient...2022 at a glance

Highlights

- Strong revenue growth of 17% like for like, growth from both acquired and organic
- Gross margin improved through scale
- Supply chain pressures showing signs of easing
- Operating cash conversion substantially improved
- Strong order book compared to same time last year
- Acquisition of HL Healthcare Ltd, immediately earnings enhancing
- Net debt excluding finances leases 1.4x adjusted EBITDA
- Investment for the future to support growth i.e. commercial and other central functions

Outlook

- Full year effect in 2023 of HL Healthcare Ltd acquisition
- High visibility of H1 revenue through strong order book
- Careful supply chain and margin pressure management continues
- Inventory build up starting to unwind
- Improving operating cash conversion H1 2023, which will reduce net debt
- On target to deliver market expectations for 2023