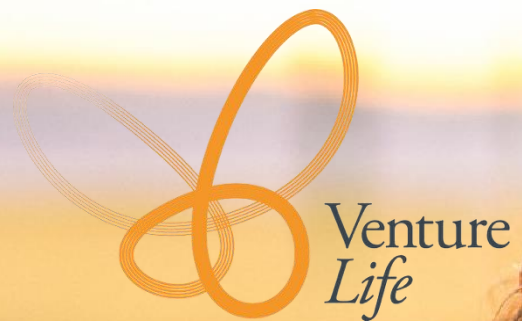




**Results update for the 12 months
ended 31st December 2025**

April 2026

Key Highlights

The Group has simplified its business model, becoming a pure play consumer healthcare company with a capital light, brand-focused, omnichannel approach. Strategic reinvestment, new leadership appointments, and strong cash resources support acquisition-ready infrastructure and future growth.

Operational Highlights

- Integrated the acquisition of Health & Her Limited (“H&H”), delivering first year revenue growth of 44%.
- Divested the CDMO activities and Non-Core Products in July 2025 for an EV of €62 million and divested the Oral Care Brands in December 2025 for an EV of up to £4.5 million.
- Share buyback programme launched in September 2025, as at 31 March 2026 a total of £4.7 million had been returned to shareholders with the acquisition of 7.0 million ordinary shares.
- Implemented the Microsoft Dynamics 365 ERP system across the organisation.
- Strengthened leadership to support our growth aspirations through the appointment of a new Executive Director and senior management team additions, introducing new skillsets and enhanced capabilities.

Financial Highlights

- Group revenue grew 11.4% to £35.2 million on a proforma basis, driven by volume.
 - Power Brands grew by 14.9% to £33.1 million (2024 proforma: £28.8 million)
 - UK business grew by 17.3% to £25.0 million (2024 proforma: £21.3 million)
 - Group revenue derived from new products launches £2.7 million / 7.5% (2024: £1.4 million / 4.5%)
- Cash position of £34.2 million at 31 December 2025 (2024: Net debt £20.1 million).

Financial Headlines

- Group revenue increased 32.2% to £35.2 million (2024: £26.6 million) and 11.4% on a proforma basis.
- Gross profit increased 30.0% to £15.8 million (2024: £12.2 million) at gross margin of 45.0% (2024: 45.8%) (2024 proforma: 45.2%).
- Marketing costs as a percentage of revenue increased to 9.7% (2024 proforma: 7.0%).
- Adjusted EBITDA decreased 3.6% to £6.0 million (2024: £6.2 million) and Adjusted EBITDA margin declined to 16.9% (2024: 23.2%) (2024 proforma: 19.6%), reflecting the temporary disproportionate position of the operating cost base following the divestments.
- During the period, the Group received £56.1 million (net of cash divested) in cash proceeds for the divestments and repaid the RCF in full, resulting in a cash position of £34.2 million at 31 December 2025 (31 December 2024: Net debt £20.1 million).
- Free cash flow (“FCF”) decreased to £3.3 million (2024: £3.7 million) and FCF excluding cash exceptional costs increased to £5.1 million (2024: £4.3 million) at an FCF conversion of 85.8% (2024: 69.5%)
- Profit after tax from the Discontinued Operations of £8.0 million (2024: loss £0.3 million), with an aggregate £11.4 million gain recognised on the sale.
- Overall profit for the period attributable to shareholders of £6.1 million (2024: loss of £0.3 million)

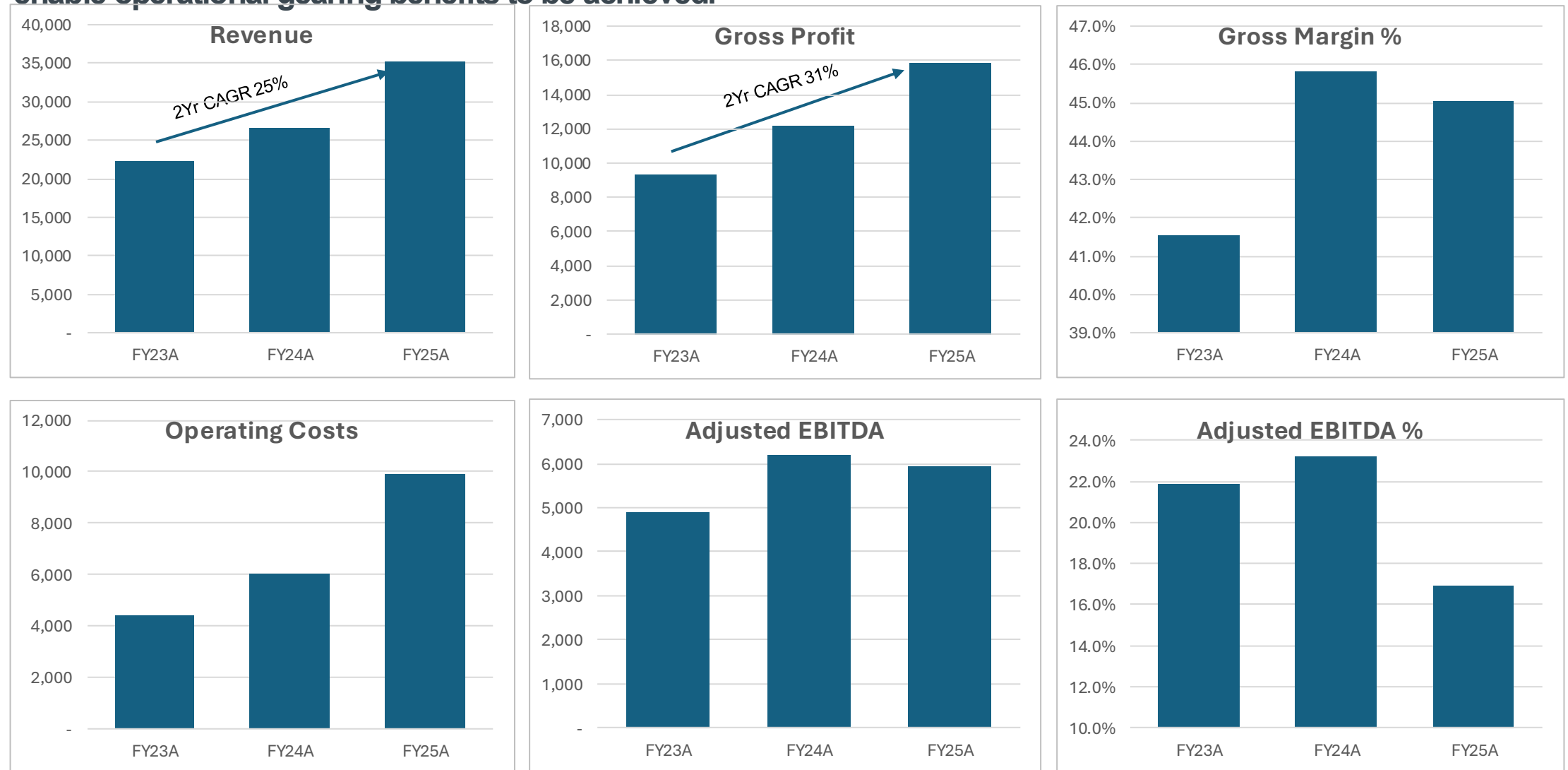
REVENUE INCREASED 11.4% ON A PROFORMA BASIS IN FY2025 & THE POWER BRANDS GREW 14.9%

CATEGORY	BRANDS	FY2025 REVENUE	% OF GROUP REVENUE IN FY2025	OVERALL GROWTH %	UK GROWTH %
Women's Intimate Health		£8.8m	25.0%	+16.8%	+12.5%
Hormone Health*	 	£8.5m	24.1%	+44.1%	+44.1%
Energy Management	 	£10.0m	28.4%	+6.4%	+6.4%
Ear, Nose & Throat		£5.8m	16.5%	(2.1)%	+11.5%
Oncology Support	 	£2.0m	5.7%	(29.3)%	n.a.

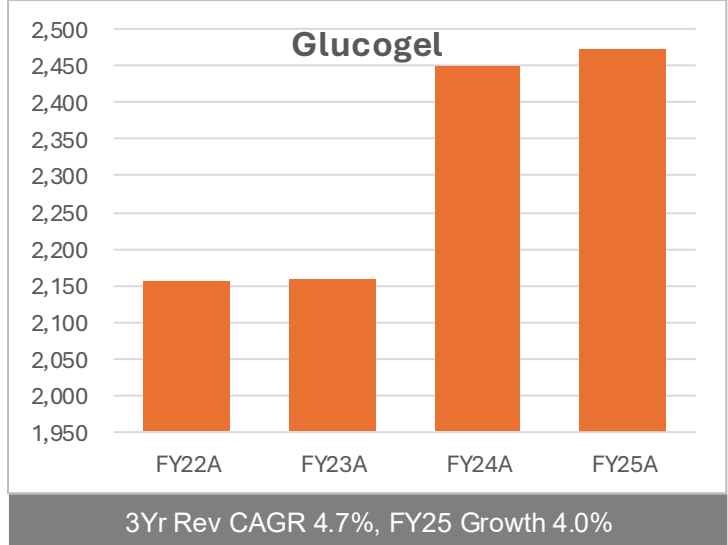
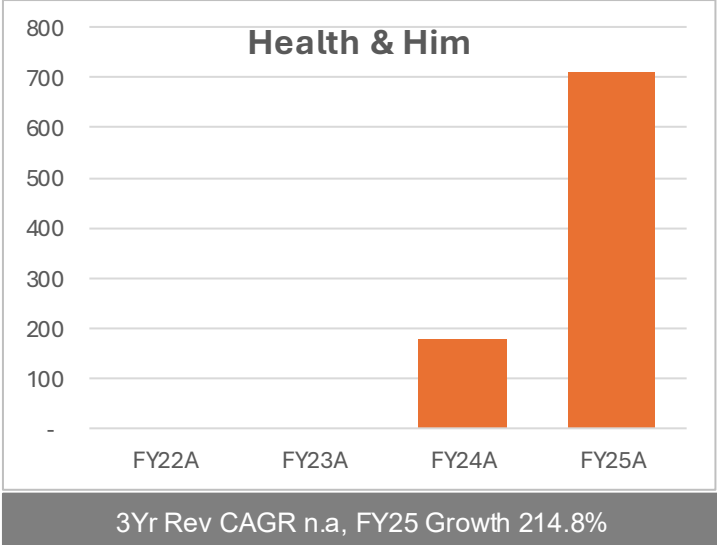
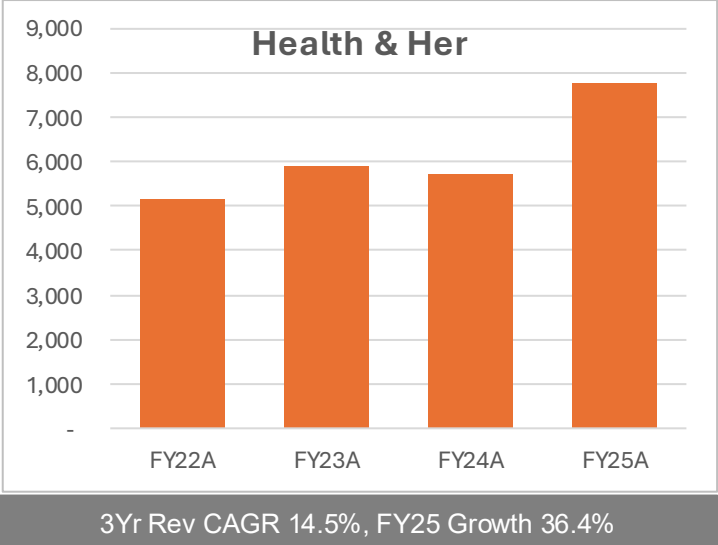
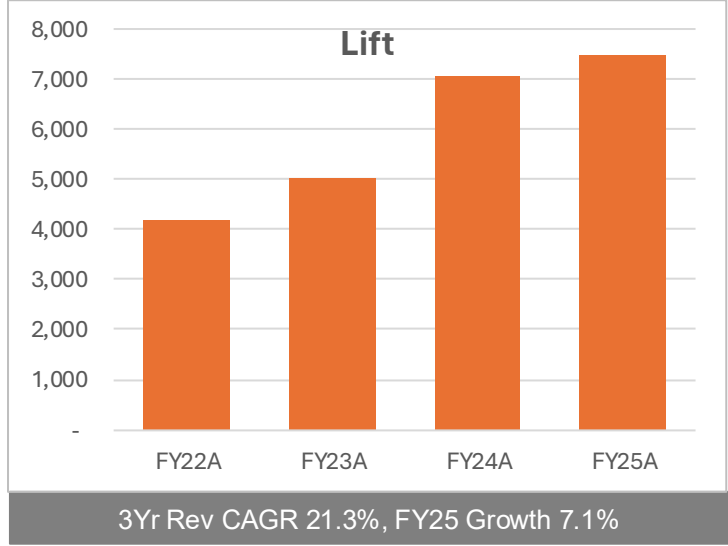
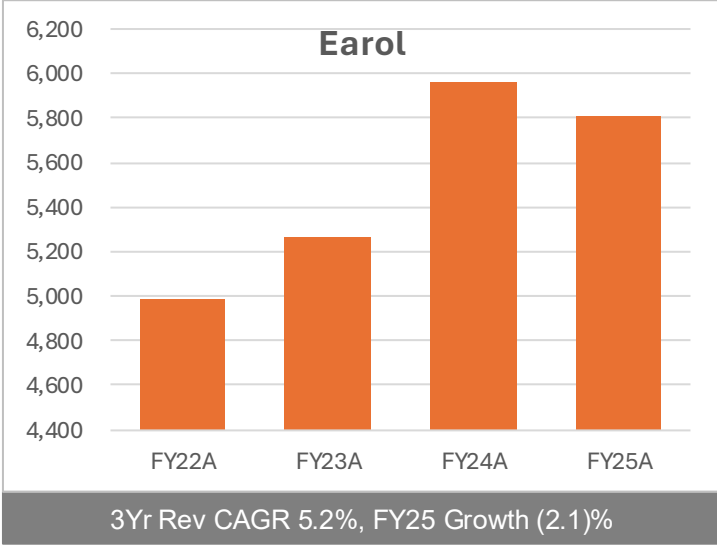
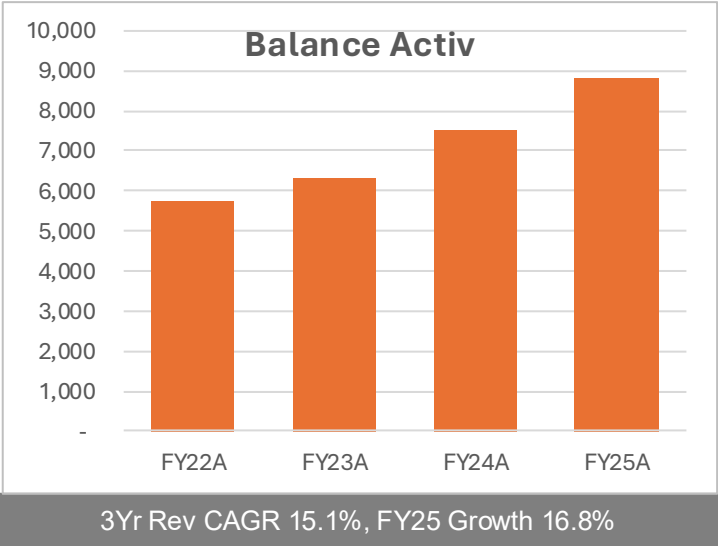
*Growth shown on proforma basis



Strong revenue and gross profit progression – Adjusted EBITDA margin decline in FY25 reflects the temporary disproportionate position of the operating cost base following the divestments - the deployment of the Group’s significant cash resources into M&A activities is expected to drive immediately earning enhancing growth and enable operational gearing benefits to be achieved.



REVENUES* FROM THE POWER BRANDS HAVE GROWN CONSISTENTLY



*Revenues shown on a proforma basis

Corporate Development

- Restructured the commercial and marketing functions, including consolidation of international business management into the UK
- New ERP system went live in December 2025
- July 2025 - Divestment of CDMO operations and some small brands, launch of new focused strategy
- December 2025 - Oral care divestment completed
- Retention of RCF (£30m committed +£20m accordion)
- Board strengthened through new executive appointments
- Management team strengthened with new appointments in Procurement, Digital Marketing, M&A and Sales

M&A Strategy

- Complementary categories, adjacencies
- Margin enhancing
- Sensibly priced
- Asset purchases preferred
- Currently interacting with targets
- Watch this space

Technology & Digital

CURRENT ACTIVITY

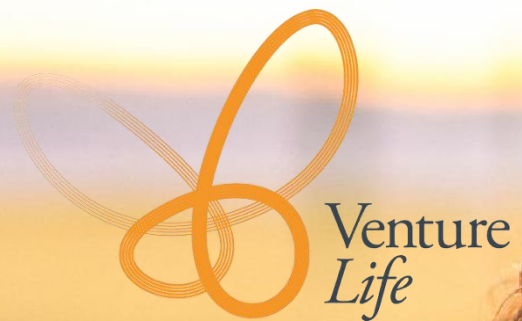
- Completed the first stage of our ERP Implementation in 2025
- Building a data lake house analytics platform to give real time commercial insights
- Implementing demand planning and forecasting processes and systems.

STRATEGY

- Building a Digital and Data strategy.
- Establishing data ownership and governance processes.
- Building our Ai & Digital IQ with teams enabled to use AI in a safe responsible environment.

OUTCOME

- Insight focused digitally driven business.
- Understanding trends and data to predict future needs and performance.
- Redeploying resources due increased efficiency and performance.



Brands progress

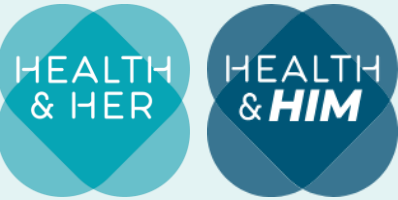


Hormonal Health



Hormonal Health 2025, (Revenue +44%)

Health & Her and Health & Him



+44%

Net Revenue

+27%

Distribution Points

- **Retail:** Range extensions for new multivitamin range secured in Boots, H&B and CVS. Health & Him brand rolled out into Boots stores after launching in H&B in 2024.
- **Expansion into maternal & paternal journey:** Eight new products across both brands launched in H&B UK with breakthrough innovation for our fertility and mum range
- **Marketing Highlights:** Advertisement on Oprah menopause documentary in USA in March delivered significant sustained uplift on Amazon US and digital channels driving compound growth in UK



Active Products

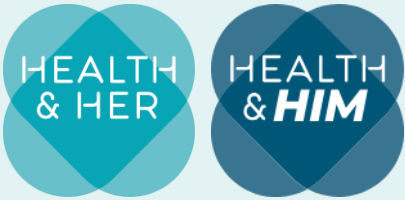


New Products 2025



Hormonal Health 2026 Plans

Health & Her and Health & Him



+5,192
distribution pts

+9
New Products

- **Retail:** Rollout of maternal range into Boots
- **Longevity innovation:** New range of Longevity Supplements will extend the brand into this emerging trend
- **Innovation to extend basket value:** New creatine, heart and vegan omega extensions will enhance our offering and maximise multibuy promo strategy from retailers
- **Marketing UK:** New campaign 'for every version of you' will leverage unique position of the brand for all stages of female health
- **Marketing US:** Sponsored Menopause Documentary Series will launch on mainstream streaming network in Q2 – with H&H as lead sponsor and significant product placement



For Every Version of You..



Active Products



New Products 2026





Women's Intimate Health





Women's Intimate Health 2025, (Revenue +13.3%)



+12.5%

UK Revenue growth
YoY

+20.9%

International Partner
Brand Revenue Growth

- **Recently launched treatment conditions demonstrating good organic growth** due to key product extensions in retail and consumer awareness
- **Thrush cream growing at 19.8%** as consumers looking for more natural, non-medicated products
- **Brand launched into Holland & Barrett** for the first time – leveraging the H&H relationship
- **New website launched with checkout** to capitalise on high volumes of organic traffic, collect insights from symptom tool and optimise digital marketing to purchase
- **International partner brands growing strongly at +20.9%** driven by launch of Saugella BV range into Key EU markets (Italy, Germany, France)

Boots

Superdrug

ASDA

Morrisons
Since 1889

amazon

Sainsbury's

TESCO

Pharmacy

Holland
& Barrett





Women's Intimate Health 2026



+3,350

Distribution Pts YoY

+20%

Weighted dist YoY

- **Innovation:** 2 significant new launches into Dual Action and Test Kits have very well received by retailers – launching in Q2-Q3
- **First ever TV and bathroom media campaigns** targeting BV awareness opportunity and highlighting risks around fertility and miscarriage
- **Continued distribution increases** of successful Thrush and Intimate Soothing Cream
- **Cost price increases and updated promotion strategy** driving improved profitability
- **International partner brand range extensions into menopause moisture product** confirmed for Q4 by Cooper and joint innovation workshop planned for March to accelerate brand growth

Boots

Superdrug

ASDA

Morrisons
Since 1899

amazon

Sainsbury's

TESCO

Pharmacy

Holland
& Barrett

Not sure if it's
thrush or BV?



Clinically proven
treatment for Bacterial
Vaginosis (BV)



Designed to fight the
cause & symptoms of
thrush

Feeling off
balance?

If you're noticing a fishy
smell or grey, watery
discharge it could be a
sign of Bacterial
Vaginosis (BV).

TRY OUR FREE
SYMPTOM CHECKER

Itching?
Odour?
Discharge?

Let's figure it out

TRY OUR FREE
SYMPTOM CHECKER



Energy Management 2025 (Revenue +6.4%)



GLUCOGEL®



+41%

Website growth

+29%

Lift Growth in Ireland

- **Online channel is up +26%** with Amazon and lift.com performing well with 41% growth vs. 2024
- **Glucogel launch on Amazon UK is also delivering incremental sales** and benefiting from HCP recommendation
- **Need a Lift Campaign** – (digital first campaign) has helped the brand establish its presence online with Google display ads and Meta which drove good sales uplift across omnichannel
- **Placement test into supplement fixture** is delivering improved performance from shelf

GET YOUR LIFT
FAST ACTING ENERGY ON THE GO

RECOGNISING HYPOGLYCAEMIA BEFORE IT'S TOO LATE

As a diabetic, you know managing hypoglycaemia or low blood sugar is not easy and everyday is not the same...

EARLY WARNING SIGNS – WHEN GLUCOSE DROPS BELOW 4.0 MMOL/L

- Blurred vision
- Sudden hunger and/or weakness, unusual fatigue
- Headaches or sweating
- Pale, cold skin
- Dizziness and/or concentration difficulties
- Rapid heartbeat

Test immediately if you notice these symptoms – don't wait. When glucose drops below 3.0 mmol/L, you might need immediate medical attention.

STAY PREPARED

Always carry fast acting glucose tablets or shots and ensure your support group knows your symptoms and how to help. And remember the 15 minute rule...

THE 15-15 RULE: HOW TO USE GLUCOSE SAFELY

If you're managing diabetes or simply responding to a blood sugar dip, use the 15-15 rule to boost energy instantly:

- Consume 15g of glucose (i.e. 4 Lift tablets or 1 Lift shot)
- Wait 15 minutes
- Check your symptoms or test your blood sugar
- Repeat if needed

Eat a balanced meal shortly after to stabilise glucose levels.

VERY BERRY GLUCOSE SHOTS

Pocket-friendly, fast-acting, measured shot of glucose (15g of glucose).

SHOP NOW →

THE Lift BLOG

NEED A LIFT?

Meet **Temi**
Lifestyle
Medical and Aesthetic doctor
and Type 1 Diabetes Advocate

Discovering
Travelling with Diabetes, lifestyle
and personal journey with Diabetes

GET YOUR LIFT

AVAILABLE AT

- Morrisons
- Superdrug
- Boots
- Sainsbury's

liftglucose.com

Energy Management 2026 Plans



- **Launching a new range of innovation under the Lift brand** including gels, paper-wrapped packs and kids offering
- **Delivering a far-reaching education campaign to HCPs to highlight the superiority vs. dietary sugars** including national T1D events, training guides and CPD modules
- **Exploring formulary expansion** to further build out prescription and pharmacy sales
- **Leveraging new in-house digital team** to build deliver compound growth on subscriptions, roll out CRM program and drive consumer loyalty



Great for Late Night, Long Days or BG Level Management

Each Juice Shot contains a measured dose of 15g Glucose

Free from Artificial Colours & Sweeteners

Fast Acting & Portable Glucose

98% OF REVIEWERS RECOMMEND*

Energy when you need it the most

Each Chew contains a measured dose of 3.7g Glucose

Free from Artificial Colours & Sweeteners

Fast Acting & Portable Glucose

THE UK'S NO.1 GLUCOSE SHOT*

THE UK'S NO.1 GLUCOSE SHOT*



Earol[®]



Earol®

ENT 2025 (Revenue -2.1%)



“UK’s No.1 ear wax removal spray”



+11.5%

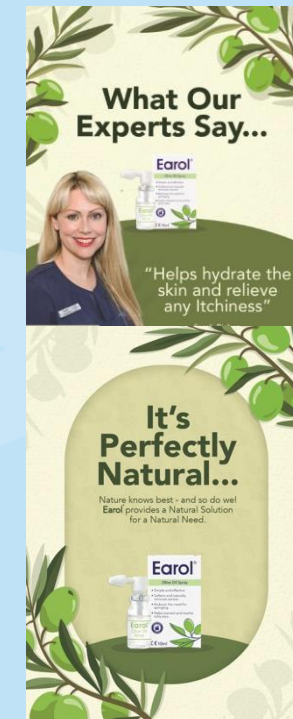
UK rev growth YoY

+1,400

new distribution points



- **Earol Distribution Expansion** in Sainsburys, Morrisons and WH Smith saw an **increase of +1400 distribution points**
- **Launch into 553 Holland & Barrett stores** has provided incremental growth to the brand in UK
- **Grocery placement strategy to more everyday-offering working well** and increasing rate of sale
- **Earol brand awareness & educational campaign** launched across Meta, YouTube & Google resulting in 1M impressions and 450k reach – building awareness and brand visibility
- **International partnered business sold under the ‘Vaxol’ brand is the most recommended by ENT physicians in Scandinavia** and consumer sales remain strong however order phasing and inventory reduction affected revenue growth in 2025





+995

Dist Points Growth

+1

New Retailer

2026

- **Launching two proposition extensions in the range** – Earol SWIM & Shower (previously SWIM) and Earol Junior (previously Baby)
- **New radio campaign** will drive awareness around the signs of wax – i.e. hearing loss and promote Earol SWIM & Shower during summer peak
- **New packaging look and feel** will improve standout and claims at shelf
- Working with retailers to **apply at-shelf education to fixture for all-year-around support**
- **Strategic collaboration** plan with international partner brand in Europe will see **new market expansion and core market growth in 2026.**



International Business Update

Transforming our International Distributor GTM Model



Shifting from a sell-in approach to one focused on accelerating International Partnered Brand expansion through license & supply of VLG formulation/IP via Strategic Partnerships. This transition moves us away from transactional contracting and towards consumer insight driven collaboration and innovation designed to unlock mutual value and accelerate profitable growth. Focus on fewer more strategic partners with opportunity for value growth.

- **Restructure** team and build the right capabilities to deliver on our strategy
- **Segment** and prioritize our existing and new Customer Base
- **Stabilize** core business commercial foundation
- **Identify** strategic partnerships and joint opportunities that drive meaningful growth
- **Execute** a targeted new-market brand expansion plan



Strategic Partnerships for Mutually Profitable Growth



Whilst overall international revenues declined 1.9% to £10.1 million (2024 proforma: £10.3 million), the Power Brands grew by 8.0% internationally to £8.1 million (2024: £7.5 million) – driven by growth from our most strategic partners:

Cooper - £1.5m revenues – Drive Commitment to a growth plan and portfolio expansion

- CEO T2T Q1 2026: Aligned on Goals and Priorities to realize potential.
- EU market workshop – DE, FR, IT in March 2026. Innovation and education collaboration
- Strengthen operational joint team ways of working – Forecasting, regulatory alignment and coordination



Bayer - £3.3m revenues : New market expansion and Co creation

- Weekly Operational review for new market expansion – assessing opportunities
- Meet with GM of Bayer EMEA to propose NPD alignment.
- Working with Innovation Team to launch episiotomy product and determining size of opportunity with commercial team



Farmacia Nordic (Vaxol) - £2.5m revenues – Align on a Joint Strategic expansion plan.

- Joint Strategic Planning Session & T2T Q1 2026: Aligned on a joint strategic business plan to mutual profitable growth, new market entry and marketing collaboration & innovation
- Align on priority initiatives, ways of working and regulatory cadence for EUMDR registration



Post Period & Outlook

Post Period End

- Revenues trading c.18% ahead of prior year with healthy gross margin improvement.
- H&H officially became the No.1 menopause supplement brand in the UK (Circana Value Sales Data).
- Monitoring Middle East developments – orders extended out six months in advance and materials secured for the year to manage prices. Customers being updated regularly on any cost risks.
- As at 31 March 2026 a total of £4.7 million had been returned to shareholders though the share buyback programme with the acquisition of 7.0 million ordinary shares.

Outlook

- Simplified capital light structure, clear strategic focus, power brands in growth
- Focused on higher margin higher multiple CHC landscape
- Sector historic exit multiples 14.6x EBITDA, VLG currently valued at c1x forward sales , c6x May 2027 EBITDA
- Net cash position circa £34m + RCF up to £50m available
- M&A activities continuing to progress well, with a number of opportunities at various stages of discussion within complementary sectors and targeted geographies.



Thank You

The ambition: The Partner of choice for Proactive Healthy Longevity

