20 May 2024
Media Release

Nuchev announces acquisition of health products supplier bWellness and appointment of new CEO

Today, Nuchev Limited (ASX:NUC), a key player in the health and wellness industry, has announced the strategic acquisition of bWellness, a leading distributor specialising in prescription-only health products, for $7.0 million.

The acquisition is strengthened by Nuchev's successful partnership with H&S International Group (H&S), which was announced in May 2023, enhancing distribution capabilities and extending market access, particularly across the Asia-Pacific region. By combining bWellness' distinct product lines with Nuchev's proven distribution network the merger is expected to catapult the company into new markets, promising substantial improvements in operational efficiencies and growth.

In addition to the acquisition, after an extensive and robust recruitment process, Nuchev has announced the appointment of Mick Myers as Chief Executive Officer. Mick has been acting as Interim CEO and CFO since November 2023.

Mr Myers said that acquisition of bWellness was a compelling deal for Nuchev and was confident it will grow and optimise the business.

"Through this acquisition supported by our successful strategic channel partnerships, we are poised to significantly scale and diversify our existing operations and deepen our market penetration, ultimately delivering on our growth strategy," Mr Myers said.

"bWellness' product set is strongly aligned with our existing purpose and growth focus - we anticipate a significant revenue increase and improvement in earnings and operating cashflows, as well as the addition of new sales channels and new products to our portfolio in the large and growing complementary medicines sector," Mr Myers added.

The acquisition is supported by significant shareholder backing, including H&S and Founder and Chairman, Ben Dingle.

Mr Dingle said that the deal will add needed scale and is anticipated to generate considerable growth, innovation, and value creation across Nuchev's operations.

"We are building on our successful strategic collaboration with H&S Group and enhancing the company's market footprint, especially across high-growth areas such as China and Southeast Asia. H&S's involvement in this acquisition demonstrates their solid commitment, but also facilitates a smoother integration and expansion of our operations," Mr Dingle said.

"Alongside our other announcements made today, the Board is delighted to confirm Mick's appointment as CEO. Over the last 6 months Mick has demonstrated exceptional leadership capabilities and has successfully delivered the bWellness acquisition and worked closely with H&S to ensure delivery of their sales performance targets. We look forward to the benefits of Mick's leadership as we complete the bWellness acquisition and integration as we continue to grow and scale the combined Nuchev business," Mr Dingle added.

Additional Information

For more information relating to bWellness and the acquisition, please refer to the Announcement and Investor Presentation lodged on the ASX today, 20 May 2024.

For further information or to arrange an interview please contact:

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About Nuchev Limited
Nuchev is an Australian based, globally oriented food business with a dedicated focus on developing, marketing, and selling a range of premium Australian-made nutritional products. Nuchev's primary products include its Oli6® branded goat infant formula and nutritional range, which are sold across multiple sales channels currently focused predominantly in Australia and China. Oli6® products are formulated with the benefits of goat, supported by ongoing scientific research. Nuchev operates a capital-light business model, leveraging leading raw ingredient suppliers and Australian-based manufacturers in an established, secure, and scalable supply chain to deliver high quality products under a premium, trusted brand.