



23 April 2021

## Sales model revised in Australia

Post the Covid-19 outbreak, we have noted the ongoing impact on retail pharmacy foot traffic and the trend towards greater online purchase of dietary supplements.

To date our business model in Australia has been primarily focused on the pharmacy retail channel through a distribution relationship with iNova Pharmaceuticals (iNova), without a strong presence online to drive e-commerce sales. Blis Technologies Limited (Blis) and iNova have mutually agreed that the existing distribution relationship will be wound up allowing Blis to pursue an integrated channel strategy for Australia.

Brian Watson said “we have been closely working with iNova in Australia since the launch of BLIS PROBIOTICS™ branded products in March 2019. Over this time iNova have supported the brand with active promotion and sales force support establishing a strong presence in retail pharmacy. Blis will look to continue to build the presence of the BLIS PROBIOTICS™ brand in pharmacy but with a new partner and build a complementary D2C e-commerce selling platform to align with the recent strong trend towards this channel.”

iNova also had an option on distribution rights of BLIS PROBIOTICS™ products in other countries across the Asia Pacific and Africa regions, these options have not been progressed to date and will also be relinquished.

In line with our strategic emphasis on D2C e-commerce sales opportunities, Blis will progress plans to build a stronger online presence in the Australia market for the BLIS PROBIOTICS™ branded range and coordinate this with the brand’s presence in retail pharmacy. To support this retail activity we are in negotiations with a new partner strongly aligned with natural healthcare that brings complementary strengths to support the brand’s presence in the market. iNova will continue to provide support for the retail pharmacy channel through to 30 June 2021 to allow for a smooth transition to a new partner.

Ends

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***About Blis Technologies Ltd***

*Delivering proven health benefits through evidence-based, advanced probiotics*

Blis Technologies is an NZX-listed manufacturer of advanced probiotic strains that go beyond the gut. Combining innovation with evidence-based research and the highest quality production controls enables the delivery of probiotic solutions for specific health targets including throat health, halitosis (bad breath), immune support, teeth and gum health and skin health. BLIS® products are sold throughout New Zealand and in Australia, Asia, Europe and the USA. More information about Blis Technologies Ltd can be found at [www.blis.co.nz](http://www.blis.co.nz).

Website: [www.unconditionalskin.com](http://www.unconditionalskin.com)

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