

Fast Facts

OTCQB:RPNRF



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GROWTH STRATEGY

Expanding Focus on Growing U.S. Capital Market and increasing US and European distribution footprint for its flagship products

Business Description: Dedicated to the development and distribution of premium, science-based health and wellness brands across the globe, Rapid Nutrition shares a wealth of award-winning products with consumers who are passionate about innovations that are “made by nature, refined by science.” Rapid Nutrition’s first-class scientific team matches the experience of its management team to keep both the company and consumers on top of the latest industry trends and developments, while aligning with industry leaders worldwide to deliver effective supplements and solutions. Rapid Nutrition aims to be the supplier of choice globally by offering premium brands with the highest-quality ingredients to deliver maximum results.

Current focus markets for the company: The America’s, Asia, Europe and the United Kingdom, while it also is expanding its market presence in its native Australia market and via other export opportunities. North America accounts for nearly half of the multi-billion dollar global weight-management market, and has shown favorable end-user trends due to an expanding obese population and largely recession-proof market demand. It is the largest contributor to Rapid’s revenue line. Asia Pacific represents the largest growth opportunity in the global weight-management market.

Competitive Advantage: Well poised to establish a robust foothold in its target markets, driven by product differentiation, distribution and marketing. The company’s product portfolio utilizes evidenced-based science to select ingredients with health and well-being benefits. It then develops certified products that are designed to appeal to personalized market segments and that can be marketed through both brick-and-mortar and online distribution channels.

Management: Experience leadership team, lead by Simon St Ledger. Mr. St. Ledger who was named a finalist for the 2012 Brisbane Young Entrepreneur Award. In recent months, Rapid has made additional hires to its senior leadership team, including new VP of Sales Doug Kuskopf-Dallas, a 25-year retail pharmacy industry veteran, to help execute its international sales growth strategy.

- Recent Developments:** Noteworthy annual highlights
- Further expansion of the company’s global distribution with new partnerships in Brazil, France, Italy, Switzerland, Jamaica and the Caribbean Community (CARICOM).
 - Continued growth through the company’s direct-to-consumer channels
 - Initiated preparations to launch a significant oral anti-viral prevention therapy designed to help relieve symptoms of colds and the flu, which was granted an Innovation Patent in 2016.
 - Awarded an Innovation Connections Grant from the Australian Government to further support the development of its cold and flu therapy.
 - The company was also accepted into the touted Entrepreneurs Programme, which shares expert advice, funding and incentives to help businesses innovate, compete and grow.
 - Continued focus of driving science-driven product innovation

Key Statistics: (as at 18 Nov 2020)

Symbol:	OTCQB:RPNRF
Shares Outstanding:	38,849,541
Market Cap:	\$7, 381,413
SIC – Industry Classification	2834 – Pharmaceuticals

For more information, please visit <http://rnplc.com>

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Forward-Looking Statements

This term sheet contains forward-looking statements made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995 that involve risks, uncertainties and assumptions that could cause Rapid Nutrition PLCs actual results and experience to differ materially from anticipated results and expectations expressed in these forward-looking statements. Rapid Nutrition PLC has in some cases identified forward-looking statements by using words such as "anticipates," "believes," "hopes," "estimates," "looks," "expects," "plans," "intends," "goal," "potential," "may," "suggest," and similar expressions. Rapid PLC undertakes no obligation to release publicly the results of any revisions to any such forward-looking statements that may be made to reflect events or circumstances after the date of this press release or to reflect the occurrence of unanticipated events, except as required by applicable law or regulation.

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