

Rapid Nutrition PLC

Half-Year 2025 Corporate Update

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1. Executive Summary

Rapid Nutrition PLC (Euronext Growth: ALRPD), an international health and wellness company, is pleased to provide its corporate update for the six-month period ending 30 June 2025. The first half of the year was marked by meaningful progress across commercial operations, brand development, global market visibility, and financial management — establishing a strong platform for continued growth in the second half of the year.

2. Key Achievements in H1 2025

2.1 Subscription Growth Delivers Predictable, High-Margin Revenue

The Company's flagship brand, **SystemLS**, continues to scale through its monthly subscription model, creating predictable revenue streams and improved cash flow management. This foundation enhances inventory planning and supports the Company's strategy to build long-term customer value.

- **Average monthly subscription growth during H1 reached 34.5%**, with later months exceeding **300% growth**
- Subscriptions now represent a core revenue channel and a key driver of operating leverage in H2 and beyond

Management remains focused on expanding this recurring revenue base as a strategic priority.

2.2 Strengthening Financial Foundations Through Convertible Bond Completion

During the period, Rapid Nutrition completed the **full conversion of all outstanding convertible bonds** issued under its prior capital plan. This was finalised significantly ahead of schedule and reflects prudent financial management and operational confidence.

The early completion enhances near-term strategic flexibility, improves financial transparency, and positions the Company to focus on long-term value creation.

3. Brand and Market Development

3.1 Strategic Brand Campaign: Driving Authentic Consumer Connection

In a market dominated by short-term diets and “quick fix” marketing, Rapid Nutrition launched a **high-impact video campaign** featuring wellness coach **Sean Alami**. The campaign was

designed to resonate with the real-life struggles many people face — energy dips, emotional fatigue, and self-doubt — encouraging sustainable, evidence-based health changes.

SystemLS is positioned not as a magic solution, but as a **real-world wellness ally** for individuals seeking lasting transformation.

Importantly, the campaign complements SystemLS’s participation in a **large-scale U.S. clinical study**, as previously advised. The combination of personal storytelling and scientific validation strengthens brand credibility and deepens consumer trust.

3.2 Growing Brand Visibility Across International Markets

Following a recent digital marketing campaign, the Company is now **receiving customer orders from new international markets**, including:

- **Canada**
- **United Kingdom**
- **Belgium**
- **Switzerland**
- **Japan**

This activity highlights the increasing **global visibility and appeal of the SystemLS brand**, particularly in regions where demand for clean-label, plant-based nutrition continues to rise.

To support this growth, the Company is progressing discussions to establish **distribution and operational infrastructure in Europe** to better service international demand.

3.3 Market Traction in China: Building Brand Equity Through Douyin

Rapid Nutrition continues to build early traction in China via the **Douyin platform (TikTok China)**, where KOL livestreams, short-form video content, and paid media campaigns are generating encouraging conversion results.

The Company’s **May Market Performance Report**, now available on its website, details positive early outcomes and outlines the strategic roadmap for deeper penetration in this key market.

4. Current Strategic Initiatives and H2 Growth Plan

4.1 Redesigned eCommerce Platform to Drive D2C Growth

The Company is finalising a full **redesign and optimisation of its eCommerce platform**, rapid-nutrition.com, to better support global **direct-to-consumer sales** and scale with international demand (*on track and due for completion August 2025*).

Key upgrades include:

- Enhanced mobile and desktop user experience
- Optimised conversion flows and storytelling
- Full integration of the brand portfolio:
 - **SystemLS**
 - **Azurene**
 - **Curated third-party wellness products**

This platform forms a central pillar of the Company's digital growth strategy in H2.

4.2 Expanded Product Pipeline to Meet Global Consumer Trends

In response to rising health and wellness needs, Rapid Nutrition will introduce a series of new products in H2, including:

- **New SystemLS protein flavours** to expand consumer choice
- **High-protein functional health bars** launching in China
- **Potential Line extensions under the Azurene brand**, including:
 - Respiratory and immune support
 - Support for screen-related eye strain and circulation
 - Muscle tension and recovery
 - A natural cough relief formulation

These additions support the Company's vision of providing **science-backed, lifestyle-relevant wellness solutions**.

5. Outlook

Rapid Nutrition enters the second half of 2025 with a strengthened operational base, improved financial transparency, and an increasingly international presence. The Company will continue to focus on expanding recurring revenue channels, executing market-specific strategies, and delivering health-focused innovation to support long-term growth.

The first half of the year involved targeted investment in increased inventory across core markets, as well as the implementation of foundational initiatives across subscriptions, eCommerce infrastructure, and market entry campaigns. These efforts were made possible


by the financial support received during the period, which enabled the Company to focus on building a **scalable and sustainable growth platform**, rather than pursuing short-term gains.

Management notes that the benefit of these initiatives is expected to progressively flow through in H2, anchoring revenue growth and increasing visibility into the Company's earnings trajectory as recurring revenue and new market contributions begin to materialise.

This momentum provides a strong foundation for sustainable growth and supports confidence in the Company's long-term strategic direction.

6. Contact

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