



**Rapid Nutrition Plc**  
INVESTMENT PRESENTATION



SIX OTCQB  
RAP:SW | OCTQB: RPNRF

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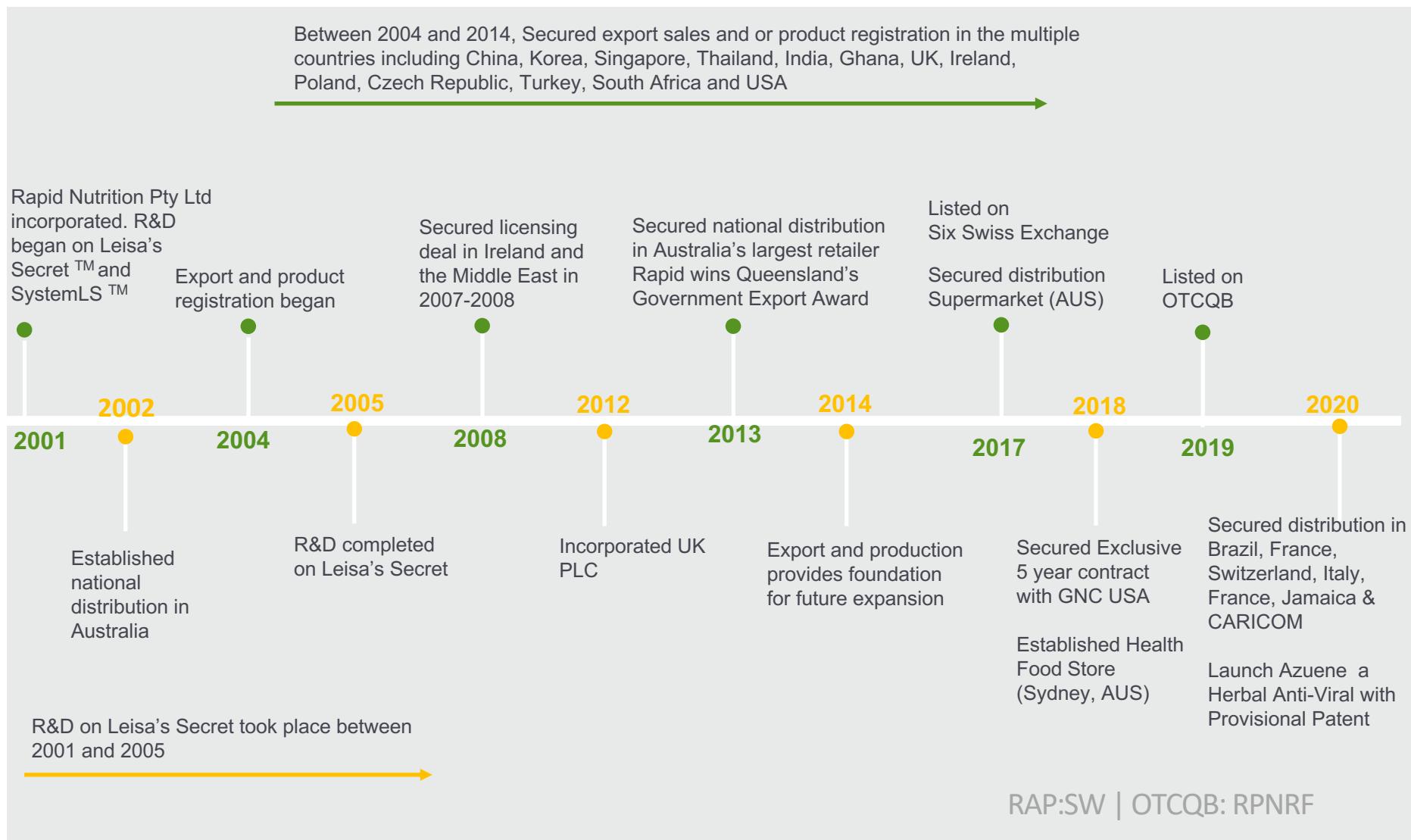
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# Rapid Nutrition – About Us

- A profitable natural healthcare company focused on the research and development (“R&D”), manufacturing and distribution of weight-loss and diet management products, sports nutrition products, vitamins and dietary supplements and a range of life science products
- Exported internationally – the Group’s award-winning weight loss supplement range is sold in some of the most respected healthcare retail chains, online and wholesalers including:
  - US, Brazil, Australia, Switzerland, France, Italy, Jamaica (CARICOM)
  - Complete Health Products (Australia)
  - Super Health Center (US)
  - Mr Vitamins (Australia)
  - GNC (Strategic partnership in Australia, USA & Rest of World)
  - Sigma Healthcare (Australia)

**A high growth company underpinned by a proven track record**

# Key Milestones



# Management Team



## **Simon St Ledger – Executive Director and CEO**

Simon St. Ledger has been a personal trainer and dietary consultant, and has advised to numerous health clubs and organisations. In the two decades that he has been in the industry, Simon St Ledger has managed national fitness equipment suppliers, and was chiefly responsible for the establishment of the Australian National Weight Loss Clinic.

Mr St Ledger was named a finalist for the 2012 Brisbane Young Entrepreneur Award. Simon St Ledger also made the Company worthy of the 2013 Premier of Queensland's Export Award in the Health and Biotechnology category. This recognition earned the Company a place in the national finals of the 51st Australian Government Export Awards, representing Queensland in the small business category.



## **Shayne Kellow – Non-Executive Director**

Shayne Kellow brings with him more than twenty-five years of experience in institutional and business development, corporate finance and international sales. He has first-hand experience in establishing global distribution networks within the healthcare industry, in particular South-East Asia, Middle East and the Americas. Previous roles include Business Operations Manager of the Australian Business Development Centre which involved mentoring and advising Business Startup for more than 250 new businesses. He was the Founding Director of Elmore Oil, a successful healthcare company manufacturing and distributing natural lotions with therapeutic benefits to more than 12 countries.



## **Vesta Vanderbeken – Non-Executive Director**

Vesta Vanderbeken has more than two decades of investment banking and corporate finance experience across various industries, including diversified industrials, consumer services, infrastructure, power, utilities, telecommunications, entertainment and agriculture. Vesta held senior roles in investment, institutional and corporate banking with the Australia and New Zealand Banking Group Limited, ANZ Investment Bank and worked on some of the largest institutional and project finance deals in Australia. Vesta has a Bachelor of Applied Economics degree from the University of South Australia, a Graduate Diploma in Applied Finance and Investments from the Financial Services Institute of Australia and completed studies in entrepreneurship at Stanford University.

# Management Team



## **Michael Zhu – Chief Financial Officer, Member of the Institute of Chartered Accountants**

Michael Zhu has more than ten years' experience in working with small and medium sized businesses. Mr Zhu's career started with a medium size Charter Accountant firm working for clients from different industry background. He is now operating his own accounting practice and consulting firm and acts as CFO for number of his clients.

His knowledge of business, especially in utilizing cloud platforms and modern technologies, has enabled him to adopt a new way of providing accounting and business consulting services, which makes his services tailored, efficient and accurate for his clients. His provision of advice ranges from business services, business operation, policies & procedure, business planning, financial modelling and valuation and capital raising.



## **Juston Jirwander – General Manager Australia**

Juston is a serial investor entrepreneur with over 20 years experience. Juston began his career as a Chartered accountant with WHK Horwath. He was elected as Director and then Chairman of Go Vita Distributors Limited for 15 years, Australia's largest Health Food Co-op. Juston was later contracted to Healthy Life a subsidiary of Singapore Listed Company EYSI as Executive Chairman, successfully sourcing an investing partner.



## **Doug Kukopf-Dallas – Vice President of Sales**

Doug Kukopf-Dallas is a twenty-five year veteran of the retail pharmacy sector, held an executive leadership position with Sigma Healthcare, an ASX listed pharmaceutical company generating over \$4.2 billion in revenue as Australia's leading pharmacy network comprised of over 1,200 retail stores. Through his strategic guidance, Doug launches new brands into the Australian market by developing complete business strategies across all retail, wholesale and branding channels.

# Management Team

RAP:SW | OTCQB: RPNRF



## **Alan Meyerson – Chief Marketing Officer**

With a strong focus on sales and brand, Alan has depth of experience in marketing and strategy and was the primary driving force behind the change management, turnaround and growth of companies and marketing departments he has managed.

For Rapid, his responsibilities include strategic business and marketing planning, corporate strategy development for brand and sales, devising and implementing sustainable long-term growth strategies, identifying and leading new business opportunities and initiatives, evaluation of core sales strategies and establishing best-fit strategic and marketing solutions.



## **Leisa St Ledger – Brand Manager**

Leisa was a police officer for eight years with a vast knowledge in health and nutrition. Leisa is the founder and creator of Leisa's Secret® and SystemLS™. She is the driving force behind the significant amount of media attention the company and its products have attracted which has supported growth and created interest from large international organizations. Leisa is an integral part of the success of the company's brands and her personal involvement, educating and inspiring her customers has allowed her to connect closely with many of her customers and success stories.



## **Lexy Meyerson – Head of Communications**

With a Certificate III and Certificate IV in Fitness, Lexy is the 'Fitness Marketer' of Rapid and ensures that all communications are up to date with current fitness knowledge and trends. Lexy is a regular contributor to Body + Soul, Australia's leading beauty, lifestyle and health publication and has authored articles on subjects such as gymtimidation, weight loss & fitness tips and tricks and has been titled in the media as the 'Meal Prep Queen of Australia'.



## **Ruth Kendon– Head of Research and Product Development**

With degrees in Botanical Medicine and Naturopathy and 30 years' experience in the industry, Ms Kendon is a practicing naturopath and herbalist based in Sydney. Ms Kendon has worked closely with patients, manufacturers and industry leaders, as well as liaising with government regulators. She recently developed the anti-viral therapy Azurene. She previously served on the board of directors of the Natural and Herbalists' Association of Australia , and in 2015 was made a Fellow.

**Experienced, results driven team**

# Investment Proposition

RAP: SW | OTCQB: RPNRF

## Why Invest?

- **Life sciences and nutraceutical space** – superior standards of quality control, strong value chain, established revenues and scale with efficacy

## Diversification Scalable

- **Strong track record** - of value creation driven by capital discipline and a focus on returns
  - Global Distribution - high quality partners and major retailers
  - Diversification of product portfolio into new categories

## Acquisitive

- **Industry-specific consolidation** - key growth driver, acquiring successful synergistic businesses; assets producing sound cash-flow and complementary to the business
  - Creating accelerated market penetration and multiple revenue streams for growth
  - Establishing company owned Retail Stores and Store-within-Store concept

## Intellectual Property

- **IP- trademarks, registrations and patents** - supported by strong branding and global reach and growing Product Portfolio

## Strong Team

- **Experienced Management Team** - Management are also owners

## Why Listing?

- **To fund growth** - Rapid is at inflection point and growth is expected in across the business
- **Market Size** – Well positioned in a rapidly growing global market

**Poised for Growth**

Maximize your overall health & immune system  
with organic whole food derived nutrients



slim with  
science



Advanced Weight Loss System  
Real Food • Real Science • Real Results

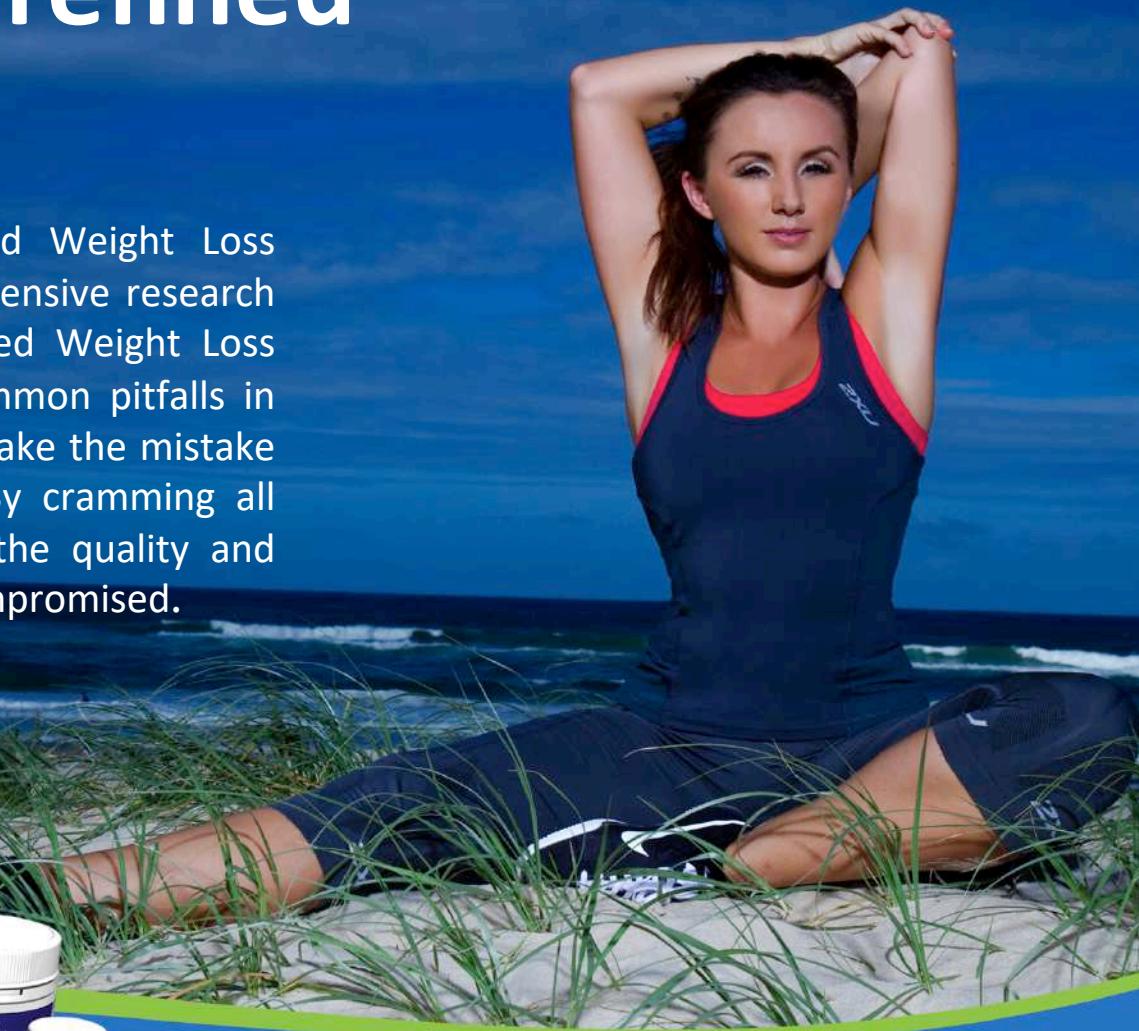
Get with the program. [www.SystemLS.com](http://www.SystemLS.com)

RAP:SW | OTCQB: RPNRF

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# Made by nature, refined by science...

Each component of Leisa's Secret Advanced Weight Loss System has been developed as a result of extensive research and reliable evidence. Leisa's Secret Advanced Weight Loss System also recognizes and combats the common pitfalls in weight loss. For example, many dieting aids make the mistake of assuming a 'one size fits all' approach. By cramming all essential ingredients into the one formula, the quality and effectiveness of individual components are compromised.



*Allira Cohen*  
-shaped by Leisa's Secret

# Growing Product Portfolio

## New Oral Anti-Viral Therapy to relieve the severity of symptoms of common colds and flu

- Azurene™ is the product of several years of research, including in-vitro testing, scholarly literature and continuing clinical trials ahead of product launch.
- The antioxidant helps protect cell and tissues from the damaging effects of oxygen and free radicals providing relief for cough of colds and bronchitis.
- Patent granted since 2016.
- The Invention is a Biopharmaceutical composition for broad spectrum to support the immune system to fight illness.



<https://vimeo.com/422756337>

# Growing Product Portfolio

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GNC partnership opens up new and innovative opportunities for growth:

- exclusive right to sell and distribute GNC brands in Australia through multiple channels
- creation of new revenue streams



*Best in class brands...*



# Our Products Technology

RAP: SW | OTCQB: RPNRF

**SYSTEMLS™ COACH** USES A PATENTED & EMMY-WINNING VIDEO ASSEMBLY ENGINE, WHICH PUTS THE WORLD'S BEST COACHES ARMED WITH A SOPHISTICATED PERSONAL PROFILE OF EACH DIETER AND STATE-OF-THE-ART TECHNIQUES AND ADVICE RIGHT IN YOUR POCKET. AVAILABLE 24/7 IN RESTAURANTS, GYMS – EVEN IN YOUR KITCHEN WHEN THE URGE TO FIX A MIDNIGHT SNACK STRIKES - YOUR PRIVATE COACH DELIVERS PRECISELY-TAILORED WEIGHT-LOSS ADVICE TO YOUR MOBILE PHONE OR TABLET.

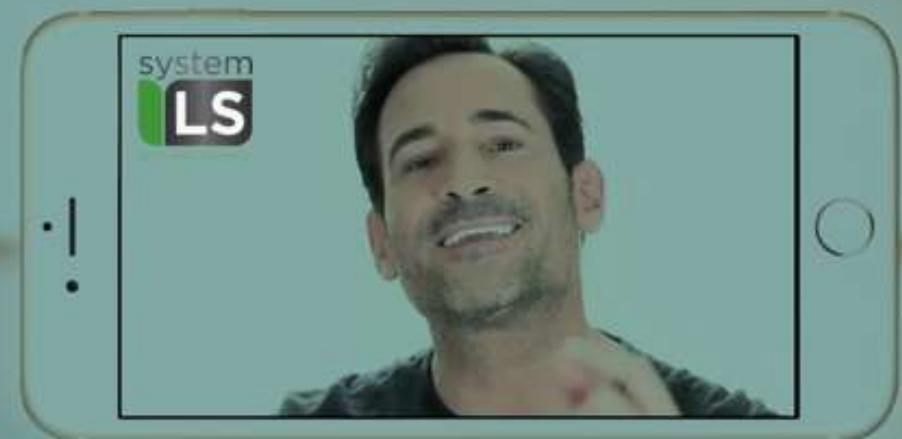
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ANYTIME, ANYPLACE COACHING IS  
NOW EFFECTIVE & AFFORDABLE

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## REVENUE STREAMS

- IN-APP SPONSORSHIP & ADVERTISING, INCREASES SELL-THOROUGH
- EASY-TO-USE IN-APP STORE
- TIMELY REPEAT-ORDER REMINDERS
- OPTIMAL CROSS & UP-SELL ENVIRONMENT
- OPTIONAL PAID PREMIUM CONTENT
- GREAT ENVIRONMENT FOR AMBASSADOR & AFFILIATE PROGRAMS



# Our Products Technology



Rapid Nutrition offers an online fitness streaming service called **DICED** by **SystemLS** with world-class trainers and classes for anytime streaming.

**Diced by SystemLS** is one of leading and fastest growing on demand fitness and nutrition programs in the Asia Pacific region and has customers in 54 countries.

**DICED by SystemLS** is a simple ‘press play’ fitness solution where world class trainers take you through every rep and every set of your daily workouts in complete videos, explaining technique along the way.

As the entertainment industry moves more towards a streaming model for music, movies and TV shows, **DICED by SystemLS** is pushing for the same revolution to happen for fitness, enabling its users to have on demand, 24/7 access to their body transformation programs so they can do workouts at their own convenience.

**DICED by SystemLS** workouts were designed by and feature Luke Istomin, celebrity trainer to Hugh Jackman, Leonardo Dicaprio, Nicole Kidman, Ricky Martin and more...

**AND DICED**

On Demand Body Transformation

Results may vary depending on how strictly you adhere to the training and nutrition guide.  
Results shown are from actual users who were NOT remunerated.

**Get FREE lifetime access to stream your DICED workouts with any purchase of SystemLS™\***

\*excludes Satisfy Bars

# Competitive Advantage



- **Evidenced-based Science:** Our formulas are tried & tested, containing proven and effective dose of each ingredient
- **Certification:** Our products are extensively certified (*i.e. Organic, Gluten Free, Vegan Free, Non-GMO Verified, Eco Certified, EU/Non EU agriculture*)
- **Intellectual Property:** Brand supported by a highly interactive and unique *Mobile* app offering personalized one-on-one video coaching, extending the customer experience. Aftermarket excellence and sell-through is now a planned part of the total shopper experience with our retail partners
- **Personalized:** Our brands go beyond a great product and offer a ‘personalized story’ behind the brand, resulting in attracting significant mainstream media attention and a brand you can ‘trust’
- **Credibility:** Award winning, innovative product formulations



# Awards

- Finalist - Product of the Year 2017
- Finalist - Health & Biotechnology Awards 2016
- National Finalist - 51st Australian Export Awards 2013
- Winner - The Premier of Queensland's Export Awards 2013
- Finalist - Health & Biotechnology Awards 2013
- Finalist - Simon St ledger 'Brisbane Young Entrepreneur Awards 2012'
- Finalist - The Premier of Queensland's Export Awards 2007



# Global Manufacturing

**Improve Gross Margins**

**Mitigate logistical risks**

**Efficient global supply chain**

**State of the art GMP Certified**



**Australia** – TGA & GMP certified contract manufacturing agreements in place

**USA** – Multiple FDA & GMP Certified contract manufacturing agreements in place to ensure consistent supply to satisfy growing demand

**UK** – In discussions with a well established MHRA & GMP certified contract manufacturer to service demand in the UK and the rest of Europe

Contract manufacturing agreements in place with leading manufacturers in specific regions to:

- ensure global supply
- mitigate risk by using multiple manufacturers
- reduce logistics costs and maximizing margins
- ensure regulatory requirements in each country are met



# Expanding Distribution Network

RAP: SW | OTCQB: RPNRF

- Secured USA distribution with Select Nutrition, North America's largest health supplement distributor
- Secured key international accounts – Secured strategic partnership with Super Health Center, USA (a global distribution company)
- Secured new Australian distributor 'Complete Health Products' to enter health food stores and pharmacies
- Expanded distribution by partnering with ASX listed pharmaceutical company Sigma Healthcare
- Secured 5 Year Australian Master Distribution Agreement with GNC, one of the world's leading health retailers
- Ability to distribute our own brands through the GNC global network creating an additional source of revenue



Poised for Growth

**Strong distribution network, focus is now on consolidation and expansion in the US, Australia, Asia & UK**

- Implementing our 'Industry-specific Consolidation' strategy
- USA is a focus market for 2019. GNC, a major US retailer will stock the company's flagship SystemLS™ brand nationally as well as internationally
- Expanding internationally via strategic partnership with Super Health Center, Ohio-based company

# Expanding Distribution Network

RAP: SW | OTCQB: RPNRF

Territory	Number of agreements	Product Brand
Europe (France & Italy)	2	SystemLS™
Switzerland	1	SystemLS™
Jamaica	1	SystemLS™
Australasia	5	Leisa's Secret® & SystemLS™
Africa	2	SystemLS™
North America	4	SystemLS™

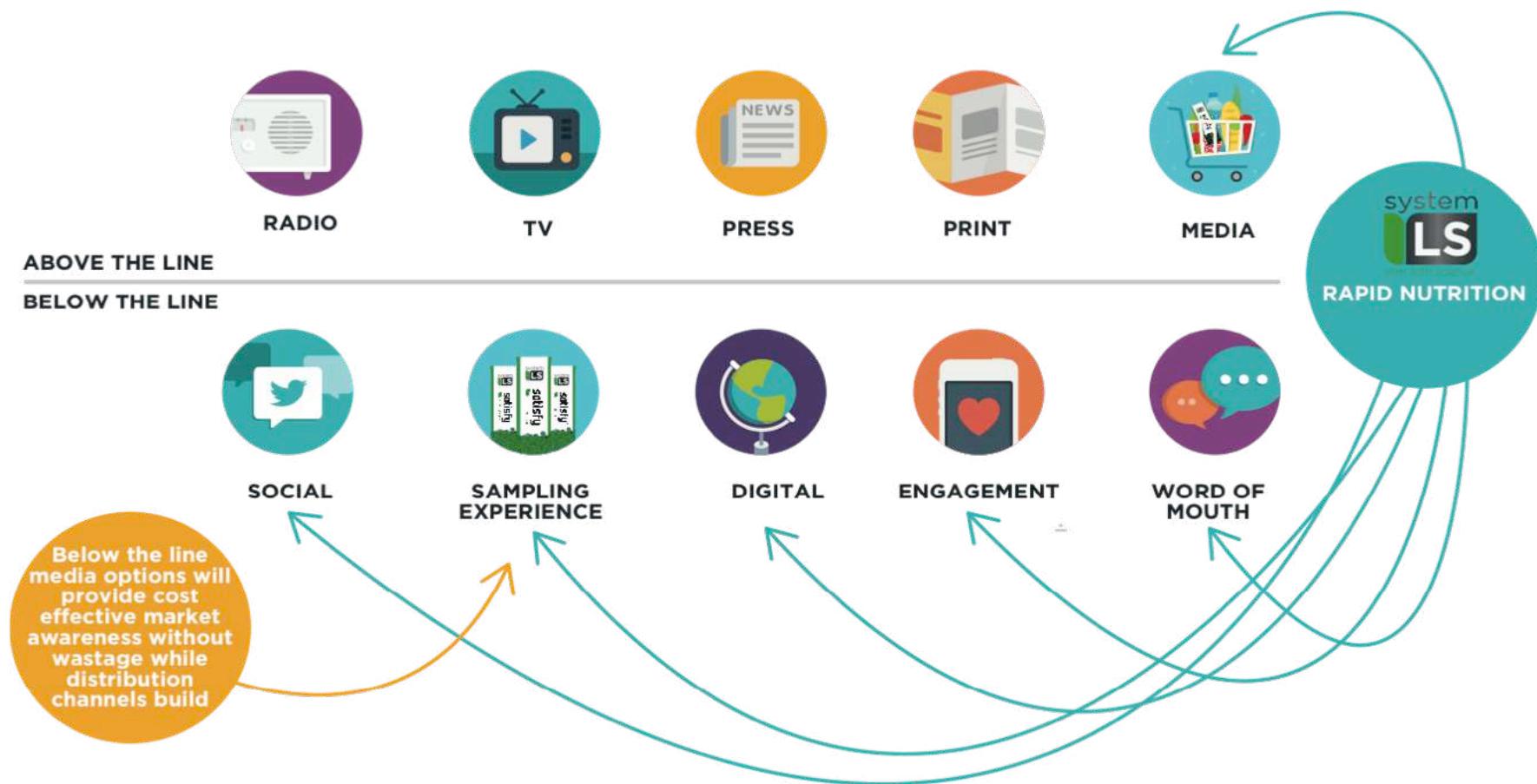
- 'Bricks & Mortar' Stores i.e. Health Food Stores, Pharmacies, Grocery & Independents
- Online Ecommerce and social media platforms via ecomm, Amazon and Affiliate networks
- Clinics, Professionals i.e. Doctors, Dieticians, Naturopaths, Personal Trainers, Cosmetics OTC
- Seeking to expand distribution into neighbouring countries where not already present
- USA, EUROPE & CHINA are priorities for future growth

Selected Partners:



Focus Markets for 2019: USA | Europe | Australia | China

# Marketing Investment Strategies



## Traditional & Digital Media

# R&D & Product Development

“Growing IP”

“Fully Certified”

“Optimizing established distribution channels”

“Additional revenue streams”



➤ 51st Australian Export Awards  
2013 NATIONAL FINALIST



- **SystemLS™ Nourish** - Raw Vegan Protein Powder (certified: USDA Organic, Vegan, Non-GMO, Eco Cert)
- **SystemLS™** - Sports endurance and a mother and baby range
- **Azurene™** - is an oral treatment designed to combat the common cold in humans. The product is formulated from two herbal extracts in high doses, presented in capsule form. Patent granted in 2016.

Rapid continues to focus on in-house development of cutting-edge natural science such as Azurene, providing Rapid Nutrition PLC with an exclusive worldwide licensing deal in a category which is expected to witness substantial growth, with the global market for immune health supplements likely to exceed a valuation of US\$ 25 Bn according to Persistence Market Research.

# Profit & Loss

RAP:SW | OTCQB: RPNRF

Values in 000s USD

	12/31/2019	12/31/2018	12/31/2017	12/31/2016
<b>Revenues</b>				
Total Revenue	2,889	2,480	1,842	2,274
Cost of Revenue	1,086	(65)	567	636
<b>Gross Profit</b>	<b>1,803</b>	<b>2,546</b>	<b>1,275</b>	<b>1,638</b>
<b>Operating Expenses</b>				
Research and Development	-	-	-	-
Sales, General and Admin	929	1,144	1,403	805
Non-Recurring Items	-	-	-	-
Other	-	-	-	-
<b>Total Expenses</b>	<b>929</b>	<b>1,144</b>	<b>1,403</b>	<b>805</b>
<b>Operating Income</b>	<b>874</b>	<b>1,401</b>	<b>(127)</b>	<b>832</b>
<b>Income from Continuing Operations</b>				
Additional Income / Expense Items	0	0	282	139
Earnings Before Interest and Taxes	874	1,401	(127)	832
Interest Expense	-	-	-	-
Earnings Before Tax	752	1,509	105	1,591
Income Tax	215	149	61	(213)
Minority Interest	-	-	-	-
Equity Earnings	-	-	-	-
<b>Net Income Cont. Operations</b>	<b>537</b>	<b>1,360</b>	<b>43</b>	<b>1,804</b>
<b>Non-Recurring Events</b>				
Discontinued Operations	-	-	-	-
Extraordinary Operations	-	-	-	-
Effect of Accounting Changes	-	-	-	-
<b>Net Income</b>	<b>537</b>	<b>1,360</b>	<b>43</b>	<b>1,804</b>

# Profit & Loss (Continued...)

Values in 000s USD

<b>Non-Recurring Events</b>				
Discontinued Operations	-	-	-	-
Extraordinary Operations	-	-	-	-
Effect of Accounting Changes	-	-	-	-
<b>Net Income</b>	<b>537</b>	<b>1,360</b>	<b>43</b>	<b>1,804</b>

<b>Key Financial Ratios</b>				
Earnings Per Share	0.03	0.05	0	0.077
Price/Earnings	-	-	-	-
Gross Margin	0.6241	1.0262	0.6921	0.7204
Operating Margin	0.3025	0.565	-0.0693	0.3661

For information not originally reported in U.S. Dollars, conversion is based on applicable exchange rate on the last day of the period reported



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# Balance Sheet



RAP:SW | OTCQB: RPNRF

Values in 000s USD

	12/31/2019	12/31/2018	12/31/2017	12/31/2016
<b>Assets</b>				
<b>Current Assets</b>				
Cash and Cash Equivalents	62	186	35	104
Short Term Investments	-	-	-	-
Net Receivables	2,509	448	3,078	1,728
Inventory	147	266	52	174
Other Current Assets	4,219	4,311	4,648	8,864
<b>Total Current Assets</b>	<b>6,938</b>	<b>5,212</b>	<b>7,814</b>	<b>10,872</b>
<b>Long Term Assets</b>				
Long Term Investments	4,454	5,835	0	407
Property Plant and Equipment	2	2	2	1
Goodwill	-	-	-	-
Intangible Assets	-	-	-	-
Other Assets	-	-	-	-
Deferred Long Term Asset Charges	-	-	-	-
<b>Total Assets</b>	<b>11,396</b>	<b>11,052</b>	<b>7,892</b>	<b>11,283</b>
<b>Liabilities</b>				
<b>Current Liabilities</b>				
Accounts Payable	382	828	1,374	940
Short Term and Current Long Term Debt	854	1,345	684	1,047
Other Liabilities	-	-	-	-
<b>Total Current Liabilities</b>	<b>1,237</b>	<b>2,173</b>	<b>2,059</b>	<b>1,987</b>
<b>Long Term Liabilities</b>				
Long Term Debt	1,287	88	241	295
Other Liabilities	699	3	560	613
Deferred Long Term Liability Charges	-	-	-	-
Minority Interest	-	-	-	-
<b>Total Liabilities</b>	<b>3,224</b>	<b>2,266</b>	<b>2,861</b>	<b>2,896</b>

# Balance Sheet (Continued...)



RAP:SW | OTCQB: RPNRF

Values in 000s USD

<b>Stockholders' Equity</b>				
Preferred Stock	-	-	-	-
Common Stock	20,739	20,480	17,962	27,198
Retained Earnings	6,964	6,516	4,101	7,072
Treasury Stock	-	-	-	-
Capital Surplus	135	135	102	193
Other Stockholder Equity	(19,668)	(18,347)	(17,135)	(26,077)
<b>Total Stockholder Equity</b>	<b>8,172</b>	<b>8,786</b>	<b>5,030</b>	<b>8,386</b>
<b>Total Liabilities and Stockholders' Equity</b>	<b>11,397</b>	<b>11,052</b>	<b>7,892</b>	<b>11,283</b>
<b>Net Tangible Assets</b>	<b>8,170</b>	<b>8,784</b>	<b>4,955</b>	<b>8,384</b>

For information not originally reported in U.S. Dollars, conversion is based on applicable exchange rate on the last day of the period reported



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# Conclusion – Poised for Growth

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Expanding distribution



Expanding product portfolio



Strategic acquisitions

- **Organic growth** - expanding the company's nutraceuticals range for increased volume sales in both domestic and international markets
- **Increasing manufacturing capacity** to accommodate increased demand. Resulting in **high quality control**
- **Launch of extended product portfolio** into current and new export markets
- Form **strategic alliances** for key global distribution opportunities
- **Acquiring more IP** from established brands to introduce into already established distribution channels
- Implementing an '**Industry Specific Consolidation**' strategy by acquiring revenue producing assets

Multi-pronged strategy to diversify and grow

# Key Takeaways

- **Strong track record** - of value creation driven by capital discipline and a focus on returns
  - Global Distribution – high quality partners and major retailers
    - Rapidly expanding international footprint and penetration in existing markets.
  - Developed premium brands
  - Diversification of product portfolio into new categories
- **Industry-specific consolidation** –
  - Acquiring successful synergistic businesses; assets producing sound cash-flow and complementary to the business
  - Creating accelerate market penetration and multiple revenue for growth
- **Patented formulas, protected IP**- trademarks and registrations, supported by strong branding and global reach
- **Growing asset base** - IP, Product Portfolio and Branding
- **Experienced Management Team** – Management are also owners
- **To fund growth** – Rapid is at inflection point and growth is expected in across the business



# Thank you



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