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Rapid Nutrition Establishes Flagship Platform to Strengthen Multi-Channel Strategy in Australia

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Rapid Nutrition PLC, a global HealthTech company focused on evidence-based nutrition brands, announces that it has entered into a binding agreement to acquire established health and wellness retail locations in Australia, which are expected to form the basis of a flagship platform, subject to completion of customary due diligence and final documentation.

The locations are not intended as a traditional retail expansion, but as a targeted extension of the Companyâ??s digital and direct-to-consumer model.

The initiative strengthens Rapid Nutritionâ??s operating platform and forms part of the execution priorities outlined in the Companyâ??s recent strategic update, supporting the Groupâ??s broader multi-channel distribution strategy.

The flagship locations are intended to serve as controlled environments for product presentation, consumer engagement and brand development, providing enhanced oversight of merchandising and direct interaction with customers.

The platform also provides access to a broad portfolio of leading Australian and international wellness brands, supporting an expanded product offering and deeper supplier relationships within the domestic market.

Collectively, these initiatives support the Group by:

Enhancing direct-to-consumer brand visibility

Strengthening supplier relationships within the Australian wellness market

Providing real-time consumer insight to inform product development and commercial decision-making

Supporting additional domestic revenue streams alongside the Groupâ??s existing digital and international channels

Within the Groupâ??s integrated platform and based on the historical performance of the locations, the portfolio has generated in excess of A$5 million in annual revenue, demonstrating the potential to contribute a meaningful incremental revenue stream alongside the Groupâ??s existing digital and international channels, subject to completion and operational execution.

These initiatives strengthen the Companyâ??s multi-channel distribution model while reinforcing its Australian platform as it continues to scale internationally.

Simon St Ledger, Executive Director of Rapid Nutrition, commented, â??This initiative reflects a disciplined step in strengthening the Groupâ??s integrated platform, introducing an additional revenue stream that complements our existing digital and international channels.

It enhances our ability to engage directly with consumers, deepen supplier relationships and generate real-time insights, while supporting a more diversified and scalable commercial model as we continue to execute on our growth strategy.â?