



WILD NUTRITION®



Beauty Bulb
LIVE LONDON

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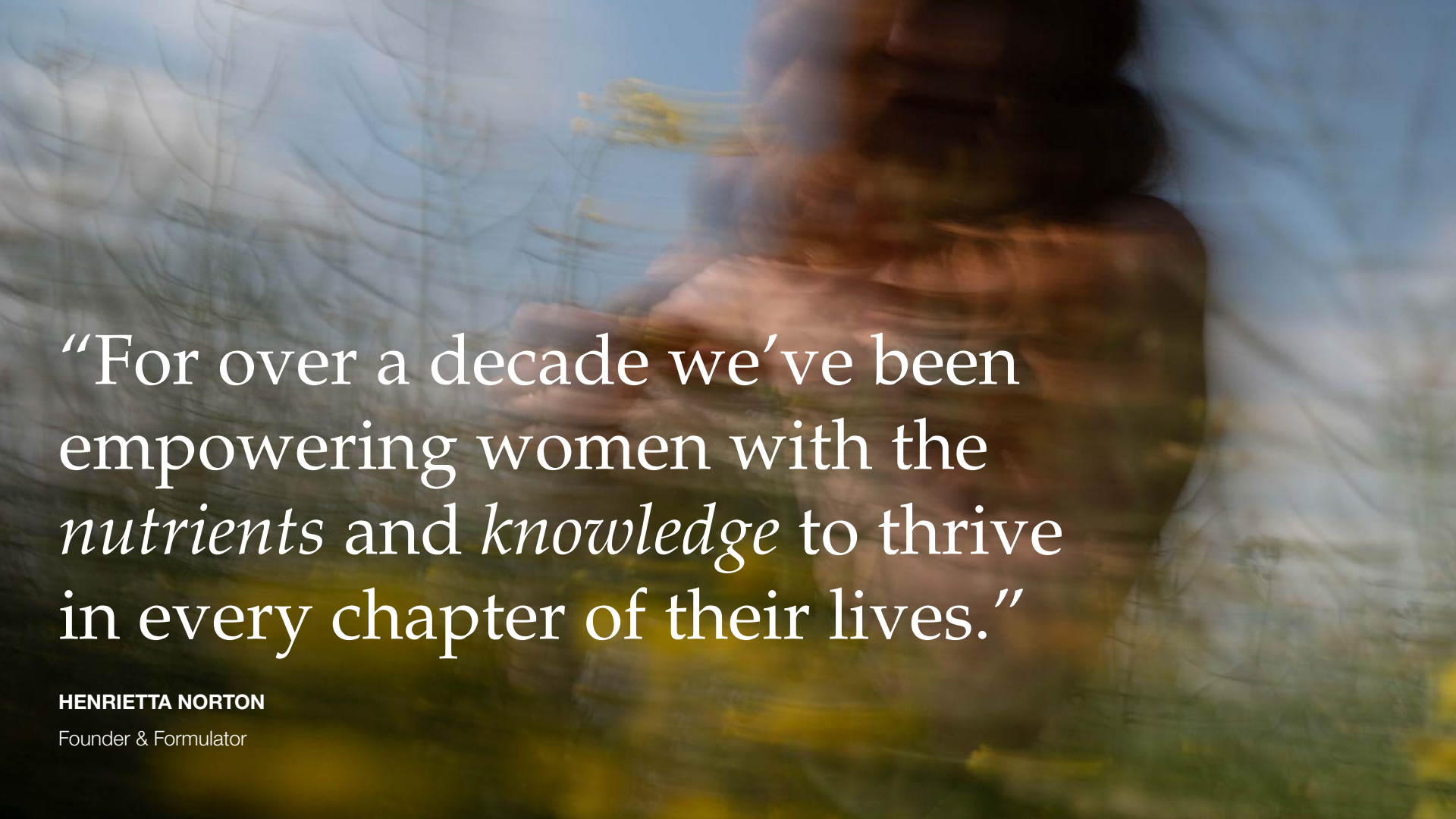
ABOUT WILD

GROWTH JOURNEY & FUTURE GROWTH

CUSTOMER TYPES

NPD

HOW WE PARTNER



“For over a decade we’ve been
empowering women with the
nutrients and *knowledge* to thrive
in every chapter of their lives.”

HENRIETTA NORTON

Founder & Formulator

About Wild

Wellness, made *personal*.

WHO? For women, by women

Founded + formulated by registered nutritional therapists, we support women with the nutrients and knowledge to thrive in body and mind.

HOW? The Food-Grown® standard

Nutrients bound to a food base are optimally absorbed and retained*. Backed by research and real life.

WHY? Every chapter of you

Nutrition designed for your life, from first periods to postmenopause. Supporting your energy, balance and wellbeing at every stage.



WILD NUTRITION®



Our Journey



2013 - 2019 Founded on *trust*

- Launched our retail presence
- + Nutritional consultations
- + 2 x books on Endometriosis and Pregnancy

2020 - 2022 *Digital first*

- + Scaled DTC platform
- + In-sourced core operations
- + Earned B Corp certification

2022 - 2024 *Subscription focus*

- + Refined subscription model
- + Diversified marketing channels
- + Advanced product formats and range

2025 *Accelerated growth*

- + Expanded content engine
- + Strengthened omni channel presence
- + Launched high demand NPD



Educational support

When you are truly supported, you can do extraordinary things. Our expert Nutritional Therapists offer free 1:1 guidance to everyone, helping you decode your body's unique language and understand the 'why' behind your health.

By providing expert partnership, we empower you to become your own best advocate. Knowledge is most powerful when it's shared, not held in isolation

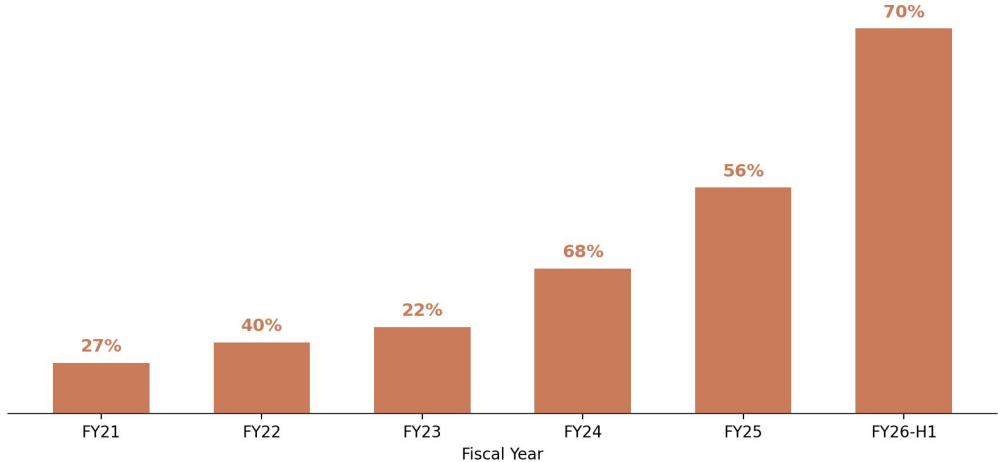


"No two health journeys are ever the same. That's why we take a *deeply personalised* approach - combining science-backed insight with lived experience. Let's start with how you *feel*. We'll guide the rest."

Brand Acceleration

Revenue Growth Momentum (FY21 - FY26 H1)

Average Annual Growth: 47.2%



Specialist
Expertise -
always on

Premium
retail
expansion

Underserved
dedicated
female focus

From her Harley Street clinic, Henrietta grew frustrated by standard supplements. Inspired by Nobel Prize winner Albert Szent-Györgyi's theory, that isolated nutrients can't compete with nature's complexity, she observed the profound impact of whole-form nutrients on her clients' blood work and vitality.

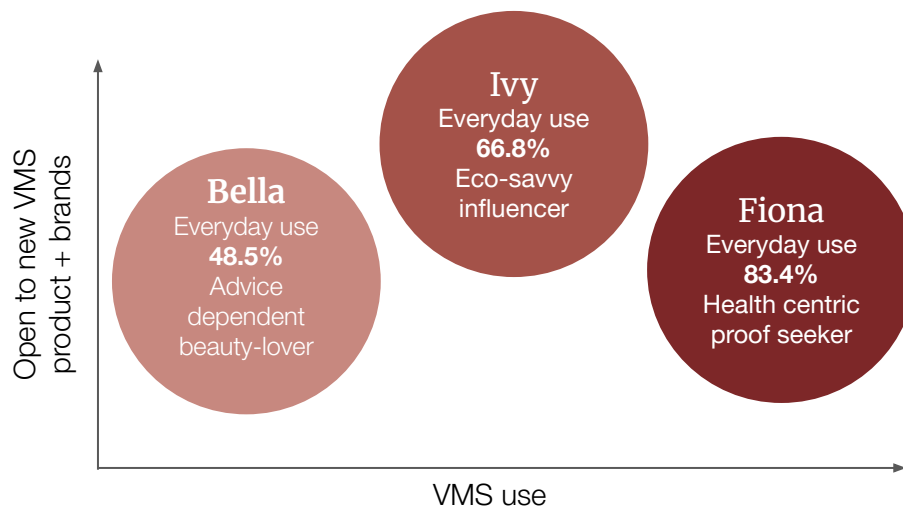
This clinical insight birthed Wild Nutrition and its pioneering Food-Grown® philosophy.

To *redefine* women's health through the *power* of nutrition.

Our customer

Our segmentation personas are based on attitudes to VMS, not demographics.

We *know* our customer and what matters most to *her*.



- + Knowledgeable and **influential** around health
- + Buy the **widest variety** of VMS
- + Seeking specialist advice
- + **Sustainability matters** and will pay a premium
- + **Scientific proof** is critical
- + **Willing to try** new brands and products
- + **Health obsessed**
- + Good health = enjoying life to the full
- + **Will subscribe** to something that works

95%

Wild Nutrition customers are women

18-59

Age range of our core segments

42

Average customer age

46%

3 segments make up of the UK market

OVERVIEW

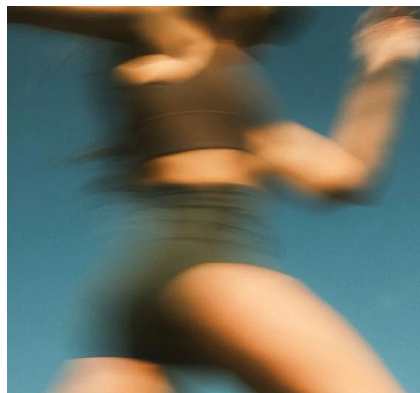
NPD FY 26 / 27

Q1 | *MAY JUNE JULY*



July: Fibre Powder

Q2 | *AUG SEPT OCT*



October: Creatine Complex

Q3 | *NOV DEC JAN*

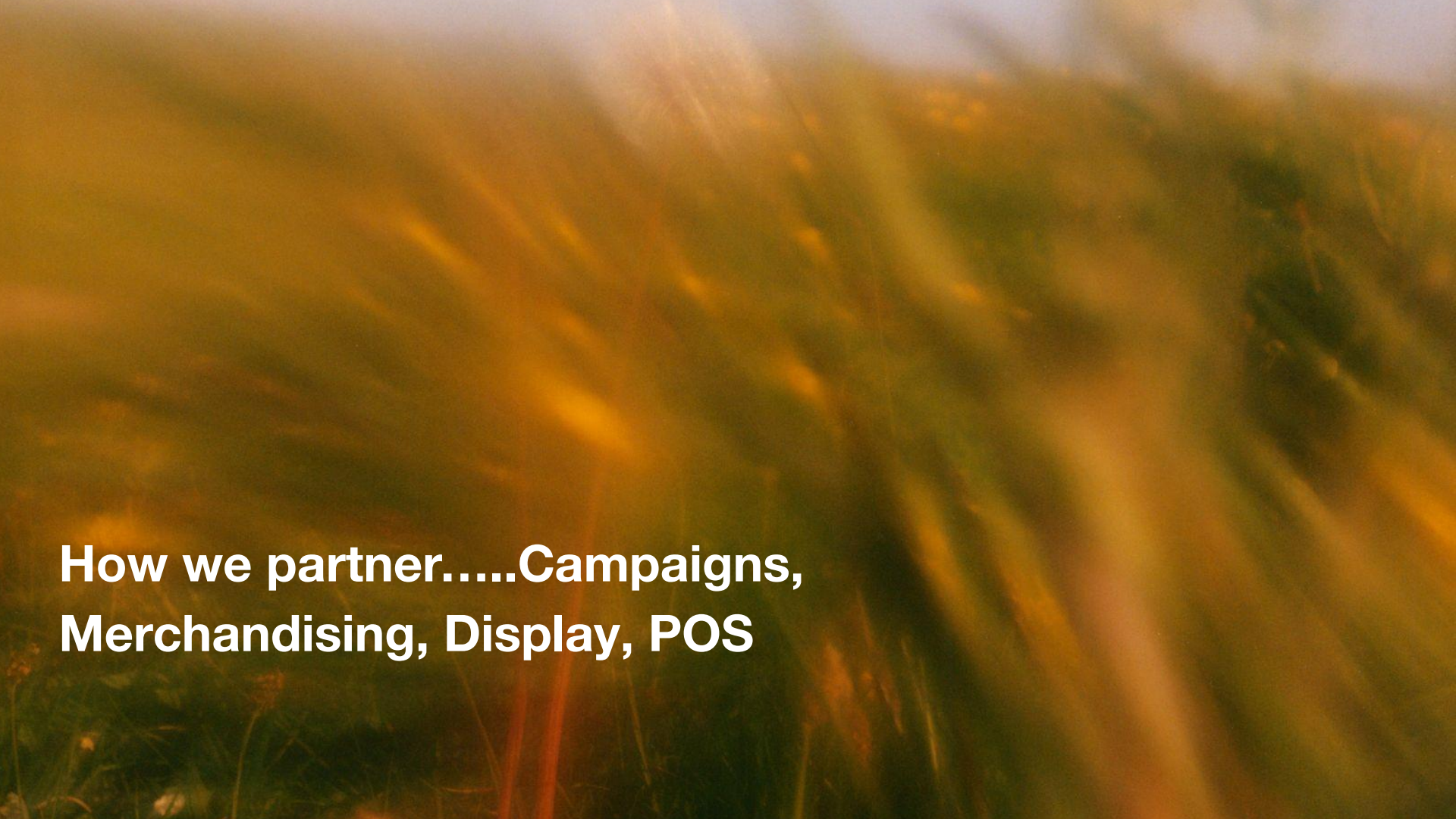


Jan: Hair Complex

Q4 | *FEB MARCH APR*



Mar: Bone Collagen

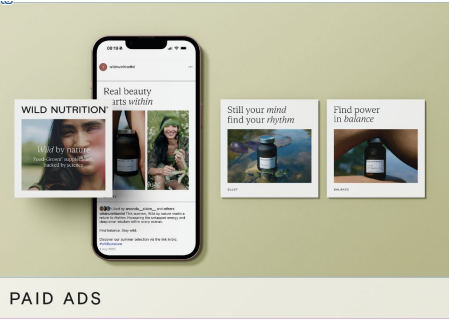


**How we partner.....Campaigns,
Merchandising, Display, POS**

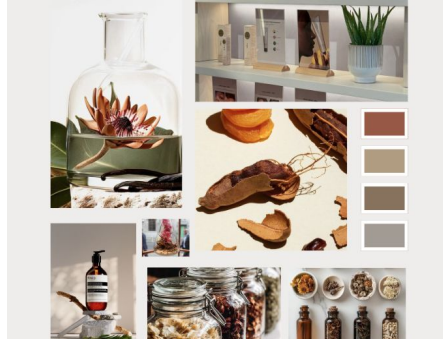
WILD - IN THE WILD



Community breakfast



How we show up....



Rest well to live well

FOOD-GROWN® MAGNESIUM

Food-Grown® Magnesium delivers the mineral's full biochemistry for optimal bioavailability. A balm for mind and muscles, it's scientifically proven to reduce fatigue and tiredness, supporting a potential 42 extra minutes of sleep per night and 32% increase in sleep quality.

- Reduces tiredness + fatigue
- Supports muscle function
- Supports psychological wellbeing
- Science-backed support*

BEST BUY
INDY/BEST
ENVIRONMENT

*Bridley et al. Food and Nutrition Sciences
19085 N017, July 2024



Your get up and glow

- Boosts collagen production
- Supports skin health
- Reduces inflammation
- Supports gut health
- Supports immune system
- Supports energy levels
- Supports overall wellness

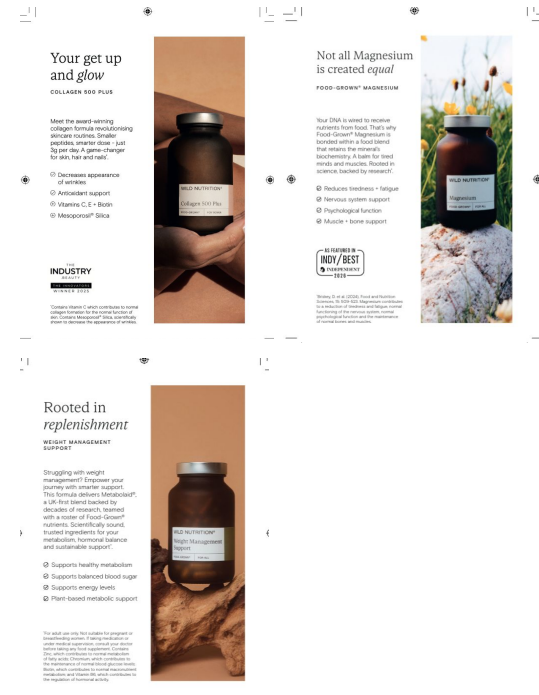
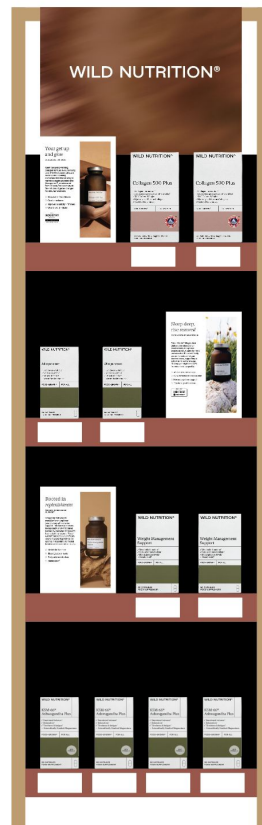
INDUSTRY

Rooted in replenishment

- Supports healthy skin
- Supports healthy hair
- Supports healthy nails
- Supports healthy bones
- Supports healthy joints
- Supports healthy muscles
- Supports healthy energy



INSTORE SECONDARY SPACE/VM





Thank you

We would love to partner with you....

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