

## ASX ANNOUNCEMENT

# The Healthy Chef expands into Priceline

15th May, 2026

### Key Highlights

- **National rollout of The Healthy Chef premium product range into Priceline stores**
  - The Healthy Chef product range includes a selection of the brand's top-performing proteins and powdered supplements
  - The Healthy Chef's Metabolic Burn product nominated for Best New Product Development at the Hive Awards<sup>1</sup> is part of that range.
- **Multi-stage distribution partnership**, reflects Priceline's long-term strategy to prioritise the health and wellness category, alongside beauty
  - Stage One launch instore from Q3 2026, across approximately 410 stores nationally is expected to deliver a significant uplift in The Healthy Chef annualised revenue<sup>2</sup>
  - Stage Two rollout in early 2027, to include potential range extensions and increased store penetration
- **Strong revenue outlook for Q2 2026 and beyond**, underpinned by new B2B and retail channel opportunities

**15th May, 2026, Melbourne:** Elixinol Wellness Limited (ASX: EXL) ("**EXL**," "**Elixinol**" or "**the Company**"), a leading sustainable nutrition and wellness company, is pleased to announce that its premium wellness brand, **The Healthy Chef**, will be rolled out nationally across Priceline stores.

The multi-stage distribution strategy, commencing in July 2026, reflects Priceline's strategy to prioritise the health and wellness category, alongside its legacy strength in beauty, through differentiated personal care products and higher-margin wellness products. Priceline's deliberate positioning as 'everyday health for women' targets their female-skewed loyalty base.

The Healthy Chef premium product range includes a selection of the brand's top performing proteins and powdered supplements, including the Metabolic Burn products, which have been nominated for Best New Product Development at the Hive Awards.

The Healthy Chef has an existing direct-to-consumer online business. This national distribution partnership with Priceline will broaden brand awareness, accelerate new customer acquisition and diversify revenue streams for these high-growth premium wellness products.

### Stage One Rollout in July 2026

- Launch into approximately 410 stores nationally
- Includes an initial selection of top-performing protein and powdered supplement products
- Two merchandising formats to suit store size and optimise visibility

<sup>1</sup> The Hive Awards are an annual Australian awards program celebrating excellence and innovation in the food and beverage manufacturing sector.

**Presented by Food & Drink Business**

<sup>2</sup> Sales uplift reflects initial agreed store ranging and expected sales performance and is subject to the rollout timing, consumer demand & supply consistency.

## Stage Two Rollout in early 2027

- Includes potential range extensions and increased store penetration, subject to product performance and demand.

Commenting on the partnership, Natalie Butler, CEO and Executive Director, said:

*“We are excited to be partnering with Priceline on this national rollout of our premium wellness brand, The Healthy Chef. The alignment between our brands is strong, with a shared focus on health and a highly engaged customer base.*

*We are committed to creating high-quality, clean and effective products without compromising on taste, and this partnership allows us to bring our innovative and award-nominated products to a much broader audience.*

*This partnership adds a new retail distribution channel to our fast-growing Healthy Chef premium product range and is expected to contribute to both revenue and earnings growth in the second half of 2026. We also see a strong opportunity to grow alongside Priceline over the years ahead as they continue to build their position in the wellness space.”*

## Metabolic Burn Nominated for Industry Award

The Company’s newest product, **Metabolic Burn**, included in the Priceline rollout, has been nominated for **Best New Product Development (NPD) at the Hive Awards**. This category recognises products that combine strong consumer insight, manufacturing excellence and innovation into commercial success.

The Hive Awards, presented by Food & Drink Business, are a leading Australian program recognising excellence, innovation and sustainability in the food and beverage sector.

## Outlook

The outlook for Elixinol remains positive, with new B2B and retail channel opportunities underpinning a strong revenue outlook for Q2 and beyond.

The Stage One rollout with Priceline is expected to deliver significant sales uplift for The Healthy Chef brand in 2026. A broader expansion program is anticipated to be implemented across the Priceline retail network in the first half of 2027, including potential range extensions and increased store penetration, subject to product performance and customer demand.

**Authorised for release by the Board of Elixinol Wellness Limited**

**For further information, please contact:**

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**About Elixinol Wellness**

Elixinol Wellness Limited (ASX: EXL) is a sustainable nutrition and wellness company operating across Australia and the USA. The Company produces, manufactures, and distributes a range of complementary products spanning key verticals including nutrition, wellness, and superfood ingredients.

In Australia, Elixinol Wellness operates a vertically integrated healthy food business. Its major retail brands include The Healthy Chef, Hemp Foods Australia and Mt Elephant, alongside ingredient brands Australian Primary Hemp and The Australian Superfood Co. Products are sold through grocery, wholesale, and e-commerce channels.

To find out more, please visit [www.elixinolwellness.com](http://www.elixinolwellness.com) or the [Elixinol Wellness Investor Hub](#).