Anagenics to Acquire Bio-First Skincare Brand

11 November 2026

Anagenics Limited (ASX: AN1, "Anagenics" or the "Company") is pleased to announce it has entered into a binding agreement to acquire Bio-First, an established Australian natural skin-health brand, from Bio deNovo Group Pty Ltd for $50k, satisfied through the issue of 8,333,333 AN1 shares at $0.006 per share.

Transaction Highlights

- **Complementary fit:** An established Australian natural skin-health brand that complements Anagenics' existing brands and BLC Cosmetics' distribution activities.
- **Owned IP:** The acquisition includes the Bio-First brand IP, formulations, customer database, and digital assets, along with a pipeline of more than 10 developed product concepts.
- **Existing channels:** Bio-First will be sold through BLC's existing ecommerce and professional beauty distribution channels.
- **Customer base:** Over 17k purchasers, a 25k+ customer email database, and 1.7k+ reviews.
- **Return on investment:** Consideration is entirely in AN1 shares, preserving cash for a relaunch of the brand aimed at delivering a meaningful return on investment.

Strategic Rationale

Bio-First is a strong complementary fit, advancing Anagenics' strategy to build value from owned brands and intellectual property. Anagenics will relaunch the brand through BLC Cosmetics' existing ecommerce, warehousing and professional beauty distribution channels, initially focusing on reactivating existing customers, relaunching core products, and expanding distribution through BLC's clinic, salon, and spa network.

Sandy Beard, Chair of Anagenics, said: "Bio-First is a highly complementary brand with proven formulations and a substantial existing customer base. For a modest upfront investment, we see an attractive opportunity to relaunch the brand through BLC's existing channels and deliver a meaningful return on investment."

The acquisition follows the Company's announcement on 5 November 2026 of the sale of its licensing agreement, which significantly strengthens the balance sheet and underpins annual royalties. Anagenics is undertaking a review and refocusing of its brand portfolio and expects to announce further details of its strategy to enhance scale and profitability in the new year, as well as its evaluation of complementary investment opportunities.

The acquisition will complete upon the issuance of shares expected to occur during November.

This announcement was authorised by the Board of Anagenics Limited

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