



RAPID NUTRITION SEES EXPLOSIVE GROWTH IN CHINA, VALIDATING STRATEGIC MARKET EXPANSION

Significant Sales Surge During Chinese New Year Demonstrates Market Potential

London, United Kingdom – 12 February 2025 - [Rapid Nutrition PLC](#) (Euronext Growth: [ALRDP](#)), a global HealthTech company dedicated to advancing wellness through evidence-based, personalized nutrition solutions, is pleased to report a dramatic increase in sales within the Chinese market, highlighting the substantial potential of its expansion strategy. The recent Chinese New Year celebrations provided a major boost in demand for the company's flagship weight management brand, SystemLS, reinforcing Rapid Nutrition's investment in this high-growth region.

During the peak holiday period, Rapid Nutrition saw an unprecedented surge in orders, achieving:

- **1,245 orders**, marking a staggering **4,100% increase** compared to previous periods.
- **Average Order Value (AOV) of ¥102.30**, reflecting strong consumer interest and purchasing power.
- **Total revenue of ¥127,363.60** over just a few days, further substantiating the strength of the company's China market strategy.

The remarkable performance during this critical sales period underscores Rapid Nutrition's ability to optimize product offerings, leverage strategic marketing efforts, and capitalize on seasonal demand within one of the world's largest consumer markets.

“This extraordinary growth in China is a testament to the company’s targeted strategy and the increasing brand recognition of SystemLS in this dynamic region,” said Simon St Ledger, CEO of Rapid Nutrition. “The results validate our investment and operational execution, reflecting just two days’ worth of sales over the Chinese New Year period, which is truly impressive. Our China team has been working hard, and we anticipate sustained momentum as we continue to refine our approach and optimize product availability to meet growing consumer demand.”

Management's decision to secure capital to fund this market has been and remains critical to driving success, enabling the company to fully leverage the potential of this vast market. As brand recognition continues to grow in China, Rapid Nutrition anticipates further performance improvements throughout the year, providing a significant additional revenue stream for the company. This aligns with shareholder goals and is expected to be reflected in the company's valuation over the long term.

Rapid Nutrition's success in China aligns with the company's broader commitment to expanding its international footprint while maximizing shareholder value. With increasing traction in the region and strategic partnerships in place, the company remains focused on scaling operations, further enhancing its distribution channels, and capturing a larger share of the rapidly expanding health and wellness sector in China.

The company looks forward to updating shareholders on further milestones as it continues to capitalize on the vast opportunities in this key market.

About Rapid Nutrition

Rapid Nutrition is a global HealthTech company dedicated to advancing wellness through evidence-based, personalized nutrition solutions. Leveraging advanced technologies, AI, and scientific research, the company is committed to optimizing nutrition, improving health outcomes, and fostering sustainable, healthier lifestyles worldwide.

For more information, please visit <http://rnplc.com>

Investor Relations Contact:

ir@rnplc.com

Disclaimer

This press release contains forward-looking statements made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995 and or otherwise that involve risks, uncertainties and assumptions that could cause Rapid Nutrition PLCs actual results and experience to differ materially from anticipated results and expectations expressed in these forward-looking statements. Rapid Nutrition PLC has in some cases identified forward-looking statements by using words such as "anticipates," "believes," "hopes," "estimates," "looks," "expects," "plans," "intends," "goal," "potential," "may," "suggest," and similar expressions. Rapid Nutrition PLC undertakes no obligation to release publicly the results of any revisions to any such forward-looking statements that may be made to reflect events or circumstances after

the date of this press release or to reflect the occurrence of unanticipated events, except as required by applicable law or regulation.

This media information does not constitute an offer to sell, or a solicitation of an offer to buy, any securities. This information does not constitute an offering prospectus within the meaning within the meaning of Regulation (EU) 2017/1129 of the European Parliament and of the Council of 14 of June 2017 on the prospectus to be published when securities are offered to the public or admitted to trading on a regulated market, and repealing Directive 2003/71 or a listing prospectus within the meaning of the listing rules of the Euronext Exchange or OTC Markets. The media release is in accordance with International Reporting Standard: Rule 12g3-2(b) under the Securities Exchange Act ('Rule 12g3-2(b)') permits non-U.S. companies with securities listed primarily on a Qualified Foreign Exchange to make publicly available to U.S investors in English the same information that is made publicly available in their home countries as an alternative to SEC reporting Exchange Act Rule 12g3-2(b).