



Rapid Nutrition Kicks Off 2025 with Strong Q1 Performance, Expanding China Growth, New Product Launch, and UK Market Entry

Localised Manufacturing Strategy Mitigates Tariff Risk and Powers Global Momentum

London, United Kingdom – 8 April 2025 – [Rapid Nutrition PLC](#) (Euronext Growth: [ALRPD](#)), a HealthTech company committed to advancing global wellness, has delivered a focused and high-execution first quarter—laying a solid foundation for accelerated growth in 2025 across key international markets.

Eighteen months ago, the Company made a strategic decision to manufacture locally in core markets—a move that is proving highly effective amid newly implemented U.S. tariffs. By localising production in both China and the United States, Rapid Nutrition has mitigated geopolitical risk, reduced costs, and enabled faster, more flexible market delivery.

“We implemented local manufacturing early as part of a long-term global strategy—not just to reduce costs, but to increase resilience,” said CEO Simon St. Ledger. “Now, with trade policies shifting, that foresight is translating into clear operational and financial advantages.”

Q1 Highlights:

China Growth Accelerates

Building on January's strong performance—1,245 orders and a 4,100% increase versus prior periods, with an AOV of ¥102.30—China continues to show month-on-month growth. This consistent upward trend is driving significant incremental revenue in 2025. With brand recognition and customer acquisition expanding, additional products will be introduced in H2 to capture further market share.

- **U.S. Subscription Model Readies for Launch**

The Q4 2024 inventory scale-up, executed as part of the company's forward-looking demand planning, has proven particularly well-timed in light of newly enacted tariffs. This proactive positioning affords Rapid Nutrition a unique operational and commercial advantage—enabling the seamless rollout of its U.S. subscription model while safeguarding margins

and supply continuity. Local manufacturing further insulates the business from trade disruptions and enhances customer fulfilment efficiency.

- **UK Market Entry Underway**

The recently launched Brand Ambassador Program has exceeded early expectations, with over 100 participants already engaged. Due to the success of this initiative, management is advancing discussions with the company's global fulfilment partner to implement a similar program across the UK and broader European markets later this year. This phased approach supports strategic expansion while leveraging proven engagement models in new regions.

- **New Product Launch**

A new product will be released this quarter to meet rising demand, reinforcing the company's innovation pipeline and readiness for scale across retail and DTC channels.

Strategic Momentum for 2025

"We've entered the year with a leaner cost base, clearer execution, and infrastructure aligned for growth," added St. Ledger. "With strong demand signals, scalable operations, and increasing global brand traction, we are well-positioned to deliver on our growth strategy."

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.

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