



Rapid Nutrition Ready for 618 with KOL Push, Inventory Ramp-Up, and Localized Campaigns

London, United Kingdom – 4 June 2025 – [Rapid Nutrition PLC](#) (Euronext Growth: [ALRDP](#)), a leading player in the global HealthTech and wellness space, today announced its readiness for China's mid-year 618 Shopping Festival, one of the country's largest e-commerce events. The company has mobilized a focused campaign strategy that leverages key opinion leaders (KOLs), influencers, and significant inventory build-up to capture strong consumer demand and drive visibility across platforms.

“618 is a critical sales moment for us,” said Simon St. Ledger, CEO of Rapid Nutrition. “Our team has worked proactively to position our brand front and center through targeted digital marketing, social amplification, and seamless inventory availability across major channels.”

Key 618 Preparation Highlights:

- **KOL & Influencer Partnerships:** Expanded collaborations with a growing number of KOLs and content creators across Douyin, WeChat, and Xiaohongshu to drive real-time product discovery, livestream engagement, and consumer trust.
- **Omni-channel Inventory Ramp-Up:** Strategic inventory build-up across both online and offline warehouses to support anticipated demand and ensure fast, uninterrupted fulfillment.
- **Platform Coordination:** Deep integration and alignment with key e-commerce platforms for optimal traffic exposure, promotional slotting, and end-to-end customer experience.
- **Localized Messaging:** Tailored campaign content across Douyin and company-owned e-commerce platforms to resonate with Chinese consumer preferences, emphasizing *SystemLS*'s clean-label ingredients and functional health benefits.
- **Local Production Support:** Increased local manufacturing through Chinese partners to maintain agility and respond quickly to market needs.

As Chinese consumers increasingly gravitate toward trusted, international wellness brands, Rapid Nutrition is confident its comprehensive 618 campaign will drive meaningful engagement, accelerate sell-through of its flagship *SystemLS* product line, and support its broader 2025 growth targets.

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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