

1 July 2025

Tooru plc

("Tooru" or the "Company")

Publication of the audited results of S-Ventures plc for the year to 31 December 2024

Tooru, a company focused on the health and wellness sector, notes the publication by S-Ventures plc ("S-Ventures") of its audited results for the 12 months to 31 December 2024 which are available from this link: <https://www.aquis.eu/stock-exchange/announcements/5249849> and will shortly be made available on Tooru's website at www.tooruplc.com. These results cover the period before the acquisition by the Company of the operating businesses of S-Ventures comprising:

- **Juvela** (established circa 25 years ago) which operates a gluten free bakery business with a factory in South Wales and is strong in the pharmacy sector where it is the clear market leader. It has also recently launched a range of new innovative "free from" products which are now already listed with a number of major UK supermarket chains under a new brand identity, Oaf, alongside Juvela.
- **Pulsin** protein and fibre nutritional products and **We Love Purely** currently operate in the healthy snacking market with a number of sweet and savoury products designed to give consumers healthy alternative options to mainstream snacks such as crisps and confectionery. Pulsin has a 20-year history and was one of the first wellness bars in the market.
- **Market Rocket** is a trusted digital partner agency for globally recognised Fortune 500 and market-disrupting brands alike. Customers include JCB, Calvin Klein and Tommy Hilfiger. Market Rocket also provides its services to other members of the group. Market Rocket is a member of Amazon's trusted Service Provider Network and is certified as an accredited partner with Meta and Google. We plan to grow this business in the enterprise space supporting small and up and coming brands.

Nicholas Lee, Non-Executive Chairman of Tooru, said:

"We are pleased that the operating businesses recently acquired from S-Ventures have continued to perform well in their last financial year and these businesses clearly represent an attractive acquisition for Tooru. The Company now comprises some excellent wellness brands alongside an innovative technology company. We firmly believe that this stable of businesses has significant potential for growth. Furthermore, 2025 has started well, and we remain very excited about their future potential. In particular, the recent launch of our new brand, Oaf, in the gluten-free sector has been received exceptionally well and we will be providing further updates on this business in due course."

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