



Annual Impact *REPORT*

2024-2025

JViCED^{TV}

REVOLUTIONISING THE WAY KIDS EXPERIENCE HOSPITAL

Juiced TV respectfully acknowledges the Traditional Custodians of the lands, seas, skies, and waterways across the regions where we live, visit, and work, to create our experiences and programming.

We pay our deepest respects to Elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples.



A Letter from the Founder and CEO

2025 marked a huge milestone for Juiced TV – 10 years of making the hospital journey better for kids!

That's a decade of creating entertainment and education that connects, informs and empowers children and young people.

A decade of helping kids feel seen, heard and celebrated through some of the most challenging times of their lives.

A decade of working side-by-side with families, healthcare professionals and our incredible community to reimagine what a hospital experience should be for children and young people.

Each year, when we pause to reflect and bring together our impact report, it's impossible for us not to feel a deep sense of pride in what's been achieved, and deep gratitude for the community that's helped make it possible.

When Juiced TV first launched with a crowdfunding campaign in 2014 and our very first episode aired in early 2015, I had no idea just how far the idea would go. What I did know though, was that kids in hospital deserved more than just the best clinical care – but to keep their sense of childhood, and to experience creativity, connection, and the chance to share their story.

Since then, the Juiced TV crew have had the privilege of meeting and working with some of the most resilient kids and families, and the most dedicated health teams. Their stories continue to inspire everything we do.

Ten years on, our purpose has never been clearer, and our ambition is growing.

We're standing at the edge of a new chapter – expanding across Queensland and interstate, and continuing to harness the power of creativity and storytelling to support kids when they need it most.

Some of the big wins from 2024/25 that helped solidify this path include

A \$2 MILLION COMMITMENT FROM QUEENSLAND HEALTH

...over four years, enabling the rollout of our Juiced App and health education content to hospitals across the state – ensuring more kids can benefit from what we do, no matter where they are.

DOUBLING OUR CONTENT DELIVERY

...we now release two episodes a week across our digital channels, Juiced App and select hospital patient entertainment systems.

THE LAUNCH OF OUR SERVICE IN THE TORRES AND CAPE HOSPITAL AND HEALTH SERVICE

...a critical step in expanding access to remote regions and First Nations communities.

WELCOMING JOE BRUMM

...creator of Bluey (one of our favourite shows- and the world's!), as our first Patron. His authentic storytelling and belief in the power of creativity is something we truly look up to.

LAUNCHING OUR VOLUNTEER PROGRAM

...allowing our Juiced TV Studio to be open 4 days a week in the Queensland Children's Hospital, increasing our presence and engagement with patients and their families.

INCREDIBLE NEW PARTNERSHIPS

...from the Brisbane Broncos and B105, to Life Education and Mr Luke, we've teamed up with trusted voices to bring kids the health info they need in a format they love.

None of this would be possible without you- our kids, families, partners, donors, supporters and community.

Thank you for backing our vision, our team, and most importantly- the incredible kids at the heart of every story we tell. Here's to the next 10!

Warmest regards,



Pip Forbes
Founder and CEO, Juiced TV

OUR STORY



WHO ARE WE?

A platform and community transforming hospital stays for children into positive, joyful, and connected experiences.

WHAT DO WE DO?

Celebrate every child's voice and journey through entertainment, education, and uplifting experiences.

HOW DO WE DO IT?

We connect, inform and empower. Our entertainment and educational programs and experiences are delivered in-person and through our interactive online platforms.

WHY?

Because every child has a story to tell.

OUR VALUES

EMPOWERMENT

Helping kids feel brave, strong, and ready to share their voice.

CONNECTION

Building trust and belonging for kids, families, and everyone we work with.

INCLUSION

Every child matters.

No matter where they are or what they're facing.

COLLABORATION

Working together to create meaningful, lasting change.

JOY

Bringing positivity and laughter to every moment.



WHY WE'RE UNIQUE- THE JUICED DIFFERENCE

We know that hospital admissions and diagnosis of serious or chronic illness can cause negative & long-term effects on a child's emotional and social development, significantly impacts a child's sense of belonging, and increases states of anxiety and trauma.

That's why we've created such a unique approach to making the hospital journey better for kids.

Our secret sauce is in the way we bring together entertainment, experiences and education- and deliver our programs both in-person and through our interactive and safe online platform.

24-25: IMPACT & REACH

JUICED TV

Juiced TV provides children with a platform to share their voice during their hospital journey.

After taking part in Juiced TV, children and caregivers shared the following insights:

2024-2025

All-Time Total

976 interactions with patients & siblings,

7,773

67 experiences inside hospital walls

512

15 experiences outside hospital walls

266

92 episodes

1,213

over 8.5 million

views to date across our digital channels

27,351 followers

our online community across Facebook, Instagram, YouTube

92%
were happier

90%

showed improved levels of self-esteem

89.%

felt greater social connection

87.2%

were more confident

80%

took a more active role in conversations about their hospital experience

76.3%

felt more optimistic about time in hospital

OUR YEAR: HIGHLIGHTS



JULY '24

MARKED THE LAUNCH OF OUR JUICED APP IN THE TORRES & CAPE HHS, WITH FILMING IN COOKTOWN AND CAIRNS

AUG '24

WE CELEBRATED JOE BRUMM AS PATRON OF JUICED TV

AUG '24

SPECIAL ANNOUNCEMENT OF OUR STATEWIDE SERVICE ROLLOUT, THANKS TO QLD HEALTH FUNDING

SEPT '24

ROAD TRIP TIME – FILMING IN THURSDAY ISLAND, BAMAGA, AND CAIRNS IN COLLABORATION WITH TORRES & CAPE HHS

OCT '24

A MONTH FULL OF JOY – WE HELD EXPERIENCES WITH CIRQUE DU SOLEIL, THUNDERBIRD PARK, AND BLUEY & BINGO!

OCT '24

WE FELT THE COMMUNITY FUNDRAISING SUPPORT FROM MARKET ORGANICS, SPARKLETOWN, AND DOC BROWN CAFÉ

NOV '24

AWARDED OUR SUPERSTAR HOSTS OF SEASON 11 AT THE JUICIES AWARDS, HELD ON WORLD CHILDREN'S DAY

NOV '24

WE JOINED THE QUEENSLAND CHILDREN'S HOSPITAL 10TH BIRTHDAY CELEBRATIONS

DEC '24

GOT IN THE FESTIVE SPIRIT AS VIDEOPRO'S CHRISTMAS PARTY CHARITY PARTNER

JAN '25

KICKED OFF OUR 10TH YEAR AT THE BBL HEAT CRICKET GAME, AS THE 50-50 CHARITY RAFFLE PARTNER

MAR '25

ANNOUNCED OUR NEW PARTNERSHIP WITH THE LOTT

APR '25

COMMENCED OUR JUICED STUDIO VOLUNTEER PROGRAM

MAY '25

SPECIAL GUESTS GALORE – REECE WALSH AND MR LUKE VISITED THE JUICED STUDIO

JUNE '25

FILMED WITH OUR 7,770TH JUICED TV CHILD!

OUR BOARD

We warmly welcome new board members to the Juiced TV team this year – each bringing a depth of experience and a shared belief in the power of our mission to revolutionise the hospital journey for kids. Their insights and commitment are already shaping the next chapter of our impact.



Pip Forbes

Founder and CEO

Pip hosted two of Network Ten's national children's shows before trading in commercial TV to follow her passion and launch Juiced TV in 2015. Pip has been CEO since inception and continues to lead the vision for Juiced TV.



Andrew Wheatley

Non Executive Director

Andrew is currently Vice President, of Communication & Public Affairs, Asia Pacific at Johnson & Johnson and a senior healthcare leader. He has deep experience across strategy, government affairs, corporate affairs and marketing. Andrew is passionate about how Juiced TV harnesses the power of storytelling and the creative industries to make a real difference for kids in hospital.



Belinda Orr

Non Executive Director

Belinda is a Chartered Accountant and currently the CFO of Miller Ventures, a real estate and investment family office based in Queensland. She has over 20 years experience in accounting and corporate finance and is excited about the future trajectory for Juiced TV and working to expand its impact.



Ben Forbes

Non Executive Director

Ben is a seasoned entrepreneur and venture builder, who's incorporated and managed a number of healthcare ventures at scale.. He is passionate about Juiced TV, having been part of it from the beginning, and is driven to grow Juiced TV programs worldwide.



Kate O'cConnor

Non Executive Director

Kate has spent the past six years running the kids' television unicorn, Bluey. She has been recognised widely for her creative brand collaborations and large-scale strategic activations. After collaborating with Juiced TV on several projects while running Bluey and witnessing firsthand the benefit that Juiced TV brings to improve the hospital experience for kids, Kate is excited to join the Board to steer Juiced TV into its next stage of growth.



Will Beresford

Non Executive Director

Will Beresford has almost 20 years of experience across the philanthropy, fundraising, and for-purpose sectors, and is currently working in the Philanthropy & Social Capital at Koda Capital, a leading adviser to non-profits. Will is passionate about harnessing the power of strategic giving and cross-sector learning to create lasting impact and brings deep sector knowledge and a strong network to his role.

OUR PATRON

Joe Brumm - Creator of Bluey



We're thrilled to welcome Joe Brumm, the creative heart and mind behind *Bluey*, as Patron of Juiced TV!

Having Joe on board is an incredible opportunity for us to learn from his experience in creating one of the world's most beloved shows. Together, we're ready to amplify our impact, making the hospital journey better for kids through the power of entertainment and education.

"Juiced TV does an amazing job of creating an ecosystem where kids are effectively supporting other kids during their stay in hospitals. I know how welcome something like this is in the hospital setting. They really make a tangible difference to these kids' lives, and their parents, it's a wonderful organisation."

-Joe Brumm

OUR STAFF

We're a small team, but we're a mighty one! With six staff members, we bring together a combined 20+ years of experience across the media industry, with a big part of that in children's programming, international brands, live broadcast, and social media. Alongside us is our talented extended Juiced TV family of skilled advisors and production pros, who step in with fresh ideas and expertise to help us deliver the best possible content and experiences for the kids we serve.

We pour our collective experience into everything we do, guided by our core values of creativity, connection, inclusion, and purpose. From filming on the wards, to sharing stories across our digital channels, we're always focused on outcomes that bring joy, build confidence, and give every child a chance to shine.

It's this mix of passion, skill, and heart that drives us, and it's what keeps Juiced TV growing, evolving, and reaching more kids and families.

OUR VOLUNTEERS

This year saw the exciting expansion of our team to welcome a crew of volunteers to the Juiced Studio at the Queensland Children's Hospital. Thanks to their support, we've been able to extend our studio operations to 4 days a week, significantly increasing the number of children we can welcome through our doors.

With volunteers assisting in the studio, more patients have had the opportunity to participate in the Juiced TV experience during their hospital stay. This expansion has allowed us to offer more sessions and reach more children to deliver increased entertainment, engagement, and positive distraction during a hospital stay or visit.



CLICK [HERE](#) TO WATCH SOME OF
JUICED TV'S PROGRAM HIGHLIGHTS

VOICE OF OUR COMMUNITY

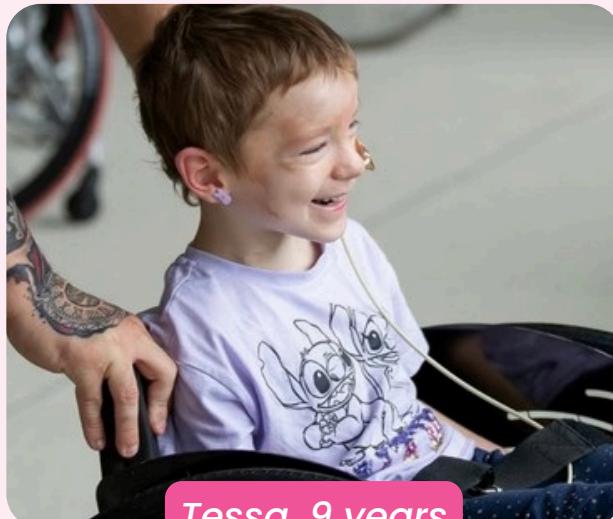
JUICED TV

"Every hospital needs people like Juiced TV to keep the kids' spirits high, to make them laugh, to bring joy into their life, to make it easier for them. I've seen the pain Willow goes through, and especially when it's a long-life condition, they need that positivity in their life, and they need fun... and Juiced TV provide that."

Tracey- Willow's Grandma



Willow, 8 years



Tessa, 9 years

"Tessa was absolutely beaming spending time at Juiced TV's Wheelchair Rugby League activation. When it came time for her nasogastric tube to be seen to, she rushed back to the ward and told us we had to be quick because she didn't want to miss any more of the workshop! It was the first time that we saw her go through this without needing any support to manage her anxiety - we were amazed."

Stacey- Oncology Clinical Nurse

"We've been here for 20 months, part of that we were in an isolated room, and that's where we discovered Juiced TV... it really helped Keerit to see that there were other kids there [in hospital] and it's not just him."

Bev - Keerit's Mum



CLICK [HERE](#) TO SEE
MORE IMPACT STORIES



Keerit, 6 years

PROGRAM DELIVERY

JUICED TV

THE LAUNCH OF OUR EDUCATION PROGRAM IN 2024 - 2025

In 2024 we proudly partnered with Torres and Cape Hospital and Health Service to help improve access to culturally safe and engaging health education for children and their families.

Through a collaborative co-design process, we created 16 child-led videos shaped by input from staff, patients, and families across Bamaga, Cooktown, Cairns, and Thursday Island.

These videos, now available on The Juiced App, are helping to ensure families across the region can access health information in a way that's engaging, inclusive, and inspires greater participation in healthcare.



"The Juiced App was so well received at the under 8's day in Cooktown... it was so good that the key messages from the Learning about your emotions video aligned with the health promotion activity our team were delivering on emotional regulation."

Liesl – Speech Pathologist, Torres and Cape Hospital and Health Service

"We just love what Juiced TV brings to the kids – it's such a joyful and uplifting program. It's wonderful to see something so fun also promoting positivity and resilience. In Allied Health, we're all about encouraging healthy, happy lifestyles, and Juiced TV fits right in with that."

Angelique – Allied Health Assistant, Torres and Cape Hospital and Health Service



Meet a Physiotherapist



CLICK [HERE](#) TO LEARN MORE ABOUT OUR EDUCATION PROGRAM

OUR SUPPORTERS

We wouldn't be able to create a positive difference in the lives of kids and their families throughout their hospital journey, without the support of some truly incredible partners and supporters. To those who do, have, and hope to support our cause - we say thank you!

OUR PARTNERS



FOUNDING
PARTNER



LEGAL
PARTNER



PHILANTHROPIC
PARTNER



VEHICLE
PARTNER

OUR SUPPORTERS





www.juicedtv.com.au

Juiced Enterprises Pty Ltd

ABN 81 168 463 189

Financial Statements

For the Year Ended 30 June 2025

Juiced Enterprises Pty Ltd

ABN 81 168 463 189

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For the Year Ended 30 June 2025

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Juiced Enterprises Pty Ltd

ABN 81 168 463 189

Directors' Report

30 June 2025

The directors present their report on Juiced Enterprises Pty Ltd for the financial year ended 30 June 2025.

General information

Directors

The names of the directors in office at any time during, or since the end of, the year are:

Names	Position	Appointed/Resigned
Philippa Forbes	Founder / CEO, Executive Director	
Benjamin Forbes	Non-executive Director	
Robert Mackay	Non-executive Director	Resigned 7 May 2025
Hanh My Luu	Non-executive Director	Resigned 6 June 2025
Belinda Orr	Non-executive Director	Appointed 7 May 2025
Andrew Wheatley	Non-executive Director	Appointed 7 May 2025
William Beresford	Non-executive Director	Appointed 7 May 2025
Katherine O'Connor	Non-executive Director	Appointed 2 July 2025

Directors have been in office since the start of the financial year to the date of this report unless otherwise stated.

Principal activities

The principal activity of Juiced Enterprises Pty Ltd during the financial year was delivering a program that gave patients and their siblings the opportunity to star in their own TV show. The program allowed participants to share their hospital experiences in a positive and empowering way, primarily at Queensland Children's Hospital, but also in other locations.

In the 2025 reporting period, Juiced Enterprises (Juiced TV) continued to deliver innovative and impactful programs to fulfill the mission of ensuring every kid feels connected, empowered and informed during their hospital journey.

Juiced TV's operations focused on continuing to produce child-led, entertaining and educational content that connects young patients with their care teams, informs them about their procedures, illness and conditions, creates distraction, and fosters a sense of community within the hospital environment.

The experiences created by Juiced TV, filmed both in and outside of hospital walls for patients and their siblings, allowed Juiced TV to continue to produce the weekly TV show which was made available across digital channels, The Juiced App, and select internal hospital patient entertainment systems.

Additionally, Juiced TV introduced new initiatives to measure the impact of the health literacy content, providing valuable insights to improve our approach and better align with the needs of the children and families Juiced TV serves.

Operations

Juiced TV service offerings are split across two key areas – our entertainment program, and our education program.

Juiced TV's entertainment program is 'made by the kids, for the kids,' - and it empowers young patients while on their hospital journey, to have a voice, and take the lead in creating fun, engaging content. From hosting to interviewing their heroes, these children become the stars of their own stories. This unique approach not only brings joy and laughter but also fosters a sense of community and creativity during their hospital stay.

Juiced TV's education program is dedicated to enhancing health literacy and promoting health equality through engaging, peer-to-peer content. It aims to reduce anxiety and improve a child's hospital experience, making complex medical concepts more accessible and less intimidating.

Juiced Enterprises Pty Ltd

ABN 81 168 463 189

Directors' Report

30 June 2025

General information

Principal activities

Juiced TV's content and interactive platform serves as a vital companion tool for healthcare teams, to help support better patient outcomes and creating a more informed and confident patient community.

No significant changes in the nature of the Company's activity occurred during the financial year.

Operating result

The profit/(loss) of the Company for the financial year amounted to \$ 2,927(2024: \$ (159,411)).

Significant changes in state of affairs

There have been no significant changes in the state of affairs of the Company during the year.

Events after the reporting date

No matters or circumstances have arisen since the end of the financial year which significantly affected or may significantly affect the operations of the Company, the results of those operations or the state of affairs of the Company in future financial years.

Environmental issues

The Company's operations are not regulated by any significant environmental regulations under a law of the Commonwealth or of a state or territory of Australia.

Indemnification and insurance of officers and auditors

No indemnities have been given or insurance premiums paid, during or since the end of the financial year, for any person who is or has been an officer or auditor of Juiced Enterprises Pty Ltd.

Auditor's independence declaration

The auditor's independence declaration in accordance with section 60-40 of the *Australian Charities and Not-for-profits Commission Act 2012* for the year ended 30 June 2025 has been received and can be found on page 3 of the financial report.

Signed in accordance with a resolution of the Board of Directors:

Philippa Forbes

Director:
Philippa Forbes

Dated 23-Oct-2025

Juiced Enterprises Pty Ltd

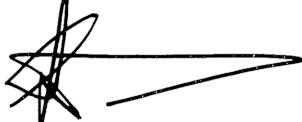
ABN 81 168 463 189

Auditor's Independence Declaration to the Directors of Juiced Enterprises Pty Ltd

I declare that, to the best of my knowledge and belief, during the year ended 30 June 2025, there have been:

- (i) no contraventions of the auditor independence requirements as set out in section 60-40 of the *Australian Charities and Not-for-profits Commission Act 2012* in relation to the audit; and
- (ii) no contraventions of any applicable code of professional conduct in relation to the audit.

AH Jackson & Co



Elias Manicaros
Partner

Brisbane, 23 October 2025

Juiced Enterprises Pty Ltd

ABN 81 168 463 189

Statement of Profit or Loss and Other Comprehensive Income
For the Year Ended 30 June 2025

		2025	2024
	Note	\$	\$
Revenue	4	769,579	696,014
Other income	4	342,343	95,373
Employee benefits expense		(559,187)	(433,118)
Depreciation and amortisation expense		(74,773)	(102,591)
Subcontractors costs		(185,643)	(129,095)
Finance expenses		(262)	(2,850)
Other expenses	5	(289,130)	(283,144)
Profit before income tax		2,927	(159,411)
Income tax expense		-	-
Profit for the year		2,927	(159,411)
Total comprehensive income for the year		2,927	(159,411)

Juiced Enterprises Pty Ltd

ABN 81 168 463 189

Statement of Financial Position
As At 30 June 2025

		2025	2024
	Note	\$	\$
ASSETS			
CURRENT ASSETS			
Cash and cash equivalents	6	274,511	190,213
Trade and other receivables	7	311,451	132,419
TOTAL CURRENT ASSETS		585,962	322,632
NON-CURRENT ASSETS			
Trade and other receivables	7	3,958	3,958
Property, plant and equipment	8	189,715	154,894
Intangible assets	9	220,443	262,720
TOTAL NON-CURRENT ASSETS		414,116	421,572
TOTAL ASSETS		1,000,078	744,204
LIABILITIES			
CURRENT LIABILITIES			
Trade and other payables	10	55,720	63,051
Contract liabilities	12	374,001	136,792
Employee benefits	13	24,190	13,945
Other financial liabilities	11	1,969	-
TOTAL CURRENT LIABILITIES		455,880	213,788
NON-CURRENT LIABILITIES			
Employee benefits	13	38,620	27,765
TOTAL NON-CURRENT LIABILITIES		38,620	27,765
TOTAL LIABILITIES		494,500	241,553
NET ASSETS		505,578	502,651
EQUITY			
Issued capital	14	10	10
Retained earnings		505,568	502,641
TOTAL EQUITY		505,578	502,651
		505,578	502,651

The accompanying notes form part of these financial statements.

Juiced Enterprises Pty Ltd

ABN 81 168 463 189

Statement of Changes in Equity
For the Year Ended 30 June 2025

2025

	Issued Capital	Retained Earnings	Total
	\$	\$	\$
Balance at 1 July 2024	10	502,641	502,651
Profit/(loss) for the year	-	2,927	2,927
Balance at 30 June 2025	10	505,568	505,578

2024

	Issued Capital	Retained Earnings	Total
	\$	\$	\$
Balance at 1 July 2023	10	662,052	662,062
Profit/(loss) for the year	-	(159,411)	(159,411)
Balance at 30 June 2024	10	502,641	502,651

Juiced Enterprises Pty Ltd

ABN 81 168 463 189

Statement of Cash Flows
For the Year Ended 30 June 2025

		2025	2024
	Note	\$	\$
CASH FLOWS FROM OPERATING ACTIVITIES:			
Receipts from grants and donations		890,443	967,586
Payments to suppliers and employees		(738,566)	(795,670)
Interest paid		(262)	(2,850)
Net cash provided by/(used in) operating activities	20	151,615	169,066
CASH FLOWS FROM INVESTING ACTIVITIES:			
Purchase of property, plant and equipment		(43,681)	(154,204)
Payment of intangible assets		(23,636)	-
Net cash provided by/(used in) investing activities		(67,317)	(154,204)
Net increase/(decrease) in cash and cash equivalents held		84,298	14,862
Cash and cash equivalents at beginning of year		190,213	175,351
Cash and cash equivalents at end of financial year	6	274,511	190,213

Juiced Enterprises Pty Ltd

ABN 81 168 463 189

Notes to the Financial Statements

For the Year Ended 30 June 2025

The financial report covers Juiced Enterprises Pty Ltd as an individual entity. Juiced Enterprises Pty Ltd is a not-for-profit Company, registered and domiciled in Australia.

The principal activities of the Company for the year ended 30 June 2025 were to deliver a program that gave patients and their siblings the opportunity to star in their own TV show. The program allowed participants to share their hospital experiences in a positive and empowering way, primarily at Queensland Children's Hospital, but also in other locations.

The functional and presentation currency of Juiced Enterprises Pty Ltd is Australian dollars.

Comparatives are consistent with prior years, unless otherwise stated.

1 Basis of Preparation

The financial statements are general purpose financial statements that have been prepared in accordance with the Australian Accounting Standards - Simplified Disclosures and the *Australian Charities and Not-for-profits Commission Act 2012*.

The financial statements have been prepared on an accruals basis and are based on historical costs modified, where applicable, by the measurement at fair value of selected non-current assets, financial assets and financial liabilities.

Material accounting policy information is consistent with prior reporting periods unless otherwise stated.

2 Material Accounting Policy Information

(a) Revenue and other income

Revenue from contracts with customers

Revenue is recognised on a basis that reflects the transfer of control of promised goods or services to customers at an amount that reflects the consideration the Company expects to receive in exchange for those goods or services.

Generally the timing of the payment for sale of goods and rendering of services corresponds closely to the timing of satisfaction of the performance obligations, however where there is a difference, it will result in the recognition of a receivable, contract asset or contract liability.

None of the revenue streams of the Company have any significant financing terms as there is less than 12 months between receipt of funds and satisfaction of performance obligations.

Juiced Enterprises Pty Ltd

ABN 81 168 463 189

Notes to the Financial Statements

For the Year Ended 30 June 2025

2 Material Accounting Policy Information

(a) Revenue and other income

Specific revenue streams

The revenue recognition policies for the principal revenue streams of the Company are:

Provision of services

Revenue from the provision of services or projects produced are recognised over the period in which the services are rendered.

The terms of the Company's fixed price contracts either require that the customer pay the fixed amount in instalments over the contract duration or in some cases the Company requires payment in full upfront. Where payment is required upfront, a contract liability is recognised on receipt of the payment and recognised as revenue as the services are provided. Where payment is required in instalments, at the end of the reporting period, if the services rendered by the Company exceed the payments received, a contract asset is recognised. If the payments received exceed the services rendered, the Company recognises a contract liability.

Grant income

Where grant income arises from an agreement which is enforceable and contains sufficiently specific performance obligations then the revenue is recognised when control of each performance obligations is satisfied.

The performance obligations are varied based on the agreement but may include management of education events, presentations at symposiums and specific training courses.

Within grant agreements there may be some performance obligations where control transfers at a point in time and others which have continuous transfer of control over the life of the contract.

Where control is transferred over time, generally the input methods being either costs or time incurred are deemed to be the most appropriate methods to reflect the transfer of benefit.

Revenue recognition policy for contracts which are either not enforceable or do not have sufficiently specific performance obligations

The revenue recognition policies for the principal revenue streams of the Company are:

Donations and fundraising income

Revenue is recognised on receipt of cash or at the time a receivable is recorded, if earlier.

Sponsorship income

Sponsorship income is recognised on an accruals basis when the Company is entitled to it.

Other income

Other income is recognised on an accruals basis when the Company is entitled to it.

Notes to the Financial Statements
For the Year Ended 30 June 2025

2 Material Accounting Policy Information

(a) Revenue and other income

Statement of financial position balances relating to revenue recognition

Contract assets and liabilities

Where the amounts billed to customers are based on the achievement of various milestones established in the contract, the amounts recognised as revenue in a given period do not necessarily coincide with the amounts billed to or certified by the customer.

When a performance obligation is satisfied by transferring a promised good or service to the customer before the customer pays consideration or the payment is due, the Company presents the contract as a contract asset, unless the Company's rights to that amount of consideration are unconditional, in which case the Company recognises a receivable.

When an amount of consideration is received from a customer prior to the entity transferring a good or service to the customer, the Company presents the contract as a contract liability.

(b) Income tax

The Company is exempt from income tax under Division 50 of the *Income Tax Assessment Act 1997*.

(c) Goods and services tax (GST)

Revenue, expenses and assets are recognised net of the amount of goods and services tax (GST), except where the amount of GST incurred is not recoverable from the Australian Taxation Office (ATO).

Receivables and payable are stated inclusive of GST.

Cash flows in the statement of cash flows are included on a gross basis and the GST component of cash flows arising from investing and financing activities which is recoverable from, or payable to, the taxation authority is classified as operating cash flows.

(d) Property, plant and equipment

Each class of property, plant and equipment is carried at cost less, where applicable, any accumulated depreciation and impairment.

Items of property, plant and equipment acquired for significantly less than fair value have been recorded at the acquisition date fair value.

Depreciation

Property, plant and equipment, excluding freehold land, is depreciated on a straight-line basis over the asset's useful life to the Company, commencing when the asset is ready for use.

Juiced Enterprises Pty Ltd

ABN 81 168 463 189

Notes to the Financial Statements For the Year Ended 30 June 2025

2 Material Accounting Policy Information

(d) Property, plant and equipment

The estimated useful lives used for each class of depreciable asset are shown below:

Fixed asset class	Useful life
Leasehold improvements	12 years
Property, Plant and Equipment	2 - 3 years

(e) Financial instruments

Financial assets

Amortised cost

The Company's financial assets measured at amortised cost comprise trade and other receivables and cash and cash equivalents in the statement of financial position.

Financial liabilities

The financial liabilities of the Company comprise trade payables, bank and other loans and lease liabilities.

(f) Intangible assets

Amortisation

Amortisation is recognised in profit or loss on a straight-line basis over the estimated useful lives of intangible assets, from the date that they are available for use.

Amortisation methods, useful lives and residual values are reviewed at each reporting date and adjusted if appropriate.

The estimated useful lives used for each class of amortisable asset are shown below:

Category of intangible asset	Useful life
Computer software	5 years

(g) Cash and cash equivalents

Cash and cash equivalents comprises cash on hand, demand deposits and short-term investments which are readily convertible to known amounts of cash and subject to an insignificant risk of change in value.

Juiced Enterprises Pty Ltd

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Notes to the Financial Statements For the Year Ended 30 June 2025

2 Material Accounting Policy Information

(h) Leases

Lease accounting

Exemptions on lease accounting

The Company has elected to apply the short-term leases exception for their lease at Unit 5, 19 Musgrave Street, West End. The Company recognises the payments associated with these leases as an expense on a straight-line basis over the lease term.

Company as a lessee

The Company leases premises located at 501 Stanley Street, South Brisbane in Queensland from the Children's Health Queensland Hospital and Health Service. The period of the lease is from 17 February 2024 to 17 February 2027. The rental consideration is \$1.00 per annum if demanded. A right of use asset has not been recognised as the rental amount is contingent upon a demand being made for payment.

3 Critical Accounting Estimates and Judgments

Those charged with governance make estimates and judgements during the preparation of these financial statements regarding assumptions about current and future events affecting transactions and balances.

These estimates and judgements are based on the best information available at the time of preparing the financial statements, however as additional information is known then the actual results may differ from the estimates.

The significant estimates and judgements made have been described below.

Key estimates - receivables

The receivables at the reporting date have been reviewed to specifically provide for any debts which are considered irrecoverable. The remaining debts have been subject to expected credit loss testing based on the history of the association with the counterparty, the current economic climate and any future expectations relating to the industry and circumstances of the counterparty.

4 Revenue and Other Income

	2025	2024
	\$	\$
Revenue from contracts with customers		
- Provision of services	187,412	30,974
- Trusts and foundations	457,167	665,040
- Government grants	125,000	-
	769,579	696,014
Other Income		
- Fundraising and donations	342,328	95,327
- Other income	15	46
	342,343	95,373

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Notes to the Financial Statements For the Year Ended 30 June 2025

5 Other Expenses

	2025	2024
	\$	\$
Accounting and bookkeeping fees	19,724	36,607
Advertising expenses	751	686
Audit fees	10,400	-
Bad debts	256	4,656
Bank charges	1,258	834
Cleaning expenses	-	43
Conference costs	1,534	51
Consulting and professional fees	290	-
Donations	834	-
Entertainment	186	400
Filing fees	2,021	-
Equipment hire	2,795	2,429
Insurance	17,893	22,897
IT expenses	114,950	116,069
Motor vehicle expenses	512	276
Gear and supplies expenses	4,894	1,800
Office equipment less than \$1,000	2,476	1,534
Postage expenses	50	286
Printing and stationery expenses	5,287	1,830
Repairs and maintenance	60	2,611
Research and development costs	785	4,657
Rental expenses	47,496	47,496
Subscriptions	16,881	12,949
Telephone expenses	2,812	886
Travel expenses	33,548	5,875
Other expenses	1,437	18,272
	<hr/> 289,130	<hr/> 283,144

6 Cash and Cash Equivalents

Cash on hand	10	10
Cash at bank	<hr/> 274,501	<hr/> 190,203
	<hr/> 274,511	<hr/> 190,213

7 Trade and Other Receivables

CURRENT		
Trade receivables	290,157	123,193
Rental bond receivable	-	9,226
Accrued revenue	<hr/> 21,294	<hr/> -
	<hr/> 311,451	<hr/> 132,419

Juiced Enterprises Pty Ltd

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Notes to the Financial Statements
For the Year Ended 30 June 2025

7 Trade and Other Receivables

	2025	2024
	\$	\$
NON-CURRENT		
Rental bond receivable	3,958	3,958
	3,958	3,958

8 Property, Plant and Equipment

Leasehold Improvements		
At cost	189,410	145,729
Accumulated depreciation	(6,286)	(1,742)
Total leasehold improvements	183,124	143,987
Plant and equipment		
At cost	100,244	100,244
Accumulated depreciation	(93,653)	(89,337)
Total Property, plant and equipment	6,591	10,907
Total property, plant and equipment	189,715	154,894

(a) Movements in carrying amounts of property, plant and equipment

Movement in the carrying amounts for each class of property, plant and equipment between the beginning and the end of the current financial year:

	Leasehold Improvements	Property, Plant and Equipment	Total
	\$	\$	\$
Year ended 30 June 2025			
Balance at the beginning of year	143,987	10,907	154,894
Additions	43,681	-	43,681
Depreciation expense	(4,544)	(4,316)	(8,860)
Balance at the end of the year	183,124	6,591	189,715

Juiced Enterprises Pty Ltd

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Notes to the Financial Statements
For the Year Ended 30 June 2025

8 Property, Plant and Equipment

(a) **Movements in carrying amounts of property, plant and equipment**

	Leasehold Improvements	Plant and Equipment	Total
	\$	\$	\$
Year ended 30 June 2024			
Balance at the beginning of year	6,910	30,691	37,601
Additions	138,819	15,385	154,204
Depreciation expense	(1,742)	(35,169)	(36,911)
Balance at the end of the year	143,987	10,907	154,894

9 Intangible Assets

Computer software		
Cost	352,036	328,400
Computer software, internally generated	(131,593)	(65,680)
	220,443	262,720

(a) **Movements in carrying amounts of intangible assets**

	Computer software	Total
	\$	\$
Year ended 30 June 2025		
Balance at the beginning of the year	262,720	262,720
Additions	23,636	23,636
Amortisation	(65,913)	(65,913)
Closing value at 30 June 2025	220,443	220,443

	Computer software	Total
	\$	\$
Year ended 30 June 2024		
Balance at the beginning of the year	328,400	328,400
Amortisation	(65,680)	(65,680)
Closing value at 30 June 2024	262,720	262,720

Juiced Enterprises Pty Ltd

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Notes to the Financial Statements
For the Year Ended 30 June 2025**10 Trade and Other Payables**

	2025	2024
	\$	\$
CURRENT		
Trade payables	12,800	12,743
GST payable	19,208	33,883
Pay as you go withholding payable	6,964	6,997
Superannuation payable	16,748	9,428
	55,720	63,051

Trade and other payables are unsecured, non-interest bearing and are normally settled within 30 days. The carrying value of trade and other payables is considered a reasonable approximation of fair value due to the short-term nature of the balances.

11 Other Financial Liabilities

CURRENT		
Credit card liabilities	1,969	-
	1,969	-

12 Contract Liabilities

CURRENT		
Deferred production income	374,001	136,792
	374,001	136,792

13 Employee Benefits

Current liabilities		
Provision for annual leave	24,190	13,945
	24,190	13,945
Non-current liabilities		
Provision for long service leave	38,620	27,765
	38,620	27,765

14 Issued Capital

10 (2024: 10) Ordinary shares	10	10
	10	10

Members are not entitled to participate in dividends and proceeds on winding up of the Company.

Juiced Enterprises Pty Ltd

ABN 81 168 463 189

Notes to the Financial Statements For the Year Ended 30 June 2025

15 Financial Risk Management

	2025	2024
	\$	\$
Financial assets		
Held at amortised cost		
Cash and cash equivalents	274,511	190,213
Trade and other receivables	315,409	136,377
Total financial assets	<u>593,878</u>	<u>330,548</u>
Financial liabilities		
Financial liabilities measured at amortised cost	<u>57,689</u>	<u>63,051</u>
Total financial liabilities	<u>57,689</u>	<u>63,051</u>

16 Key Management Personnel Disclosures

The remuneration paid to key management personnel of the Company is \$ 150,000 (2024: \$ 150,679).

17 Auditors' Remuneration

Remuneration of the auditor AH Jackson & Co, for:

- Auditing the financial statements	10,400	10,400
	<u>10,400</u>	<u>10,400</u>

18 Contingencies

In the opinion of those charged with governance, the Company did not have any contingencies at 30 June 2025 (30 June 2024:None).

19 Related Parties

(a) The Company's main related parties are as follows:

Key management personnel - refer to Note 16.

The Blue Bicycle Co Holdings Pty Ltd is the ultimate holding company of the company. The Blue Bicycle Co Holdings Pty Ltd is not entitled to participate in dividends and proceeds on winding up of the Company.

(b) Transactions with related parties

Transactions between related parties are on normal commercial terms and conditions no more favourable than those available to other parties unless otherwise stated.

The following transactions occurred with related parties:

The company paid expenses on behalf of its ultimate holding company in relation to Australian Securities and Investments Commission and accounting fees \$671 (2024: \$673).

Juiced Enterprises Pty Ltd

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Notes to the Financial Statements

For the Year Ended 30 June 2025

20 Cash Flow Information

(a) Reconciliation of result for the year to cashflows from operating activities

Reconciliation of net income to net cash provided by operating activities:

	2025	2024
	\$	\$
Profit for the year	2,927	(159,411)
Non-cash flows in profit:		
- amortisation	65,913	65,680
- depreciation	8,860	36,911
Changes in assets and liabilities:		
- (increase)/decrease in trade and other receivables	(179,032)	75,271
- increase/(decrease) in income in advance	237,209	136,792
- increase/(decrease) in trade and other payables	(5,362)	(15)
- increase/(decrease) in employee benefits	21,100	13,838
Cashflows from operations	<u>151,615</u>	<u>169,066</u>

21 Events After the End of the Reporting Period

No matters or circumstances have arisen since the end of the financial year which significantly affected or may significantly affect the operations of the Company, the results of those operations or the state of affairs of the Company in future financial years.

22 Statutory Information

The registered office and principal place of business of the company is:

Juiced Enterprises Pty Ltd

Unit 5

19 Musgrave Street

WEST END QLD 4101

Juiced Enterprises Pty Ltd

ABN 81 168 463 189

Directors' Declaration

The directors declare that in the responsible persons' opinion:

- there are reasonable grounds to believe that the registered entity is able to pay all of its debts, as and when they become due and payable; and
- the financial statements and notes satisfy the requirements of the *Australian Charities and Not-for-profits Commission Act 2012*.

Signed in accordance with subsection 60.15(2) of the *Australian Charities and Not-for-profit Commission Regulation 2022*.

Philippa Forbes

Director

Philippa Forbes

Dated 23-Oct-2025

Juiced Enterprises Pty Ltd**Independent Audit Report to the members of Juiced Enterprises Pty Ltd****Report on the Audit of the Financial Report****Opinion**

We have audited the financial report of Juiced Enterprises Pty Ltd, which comprises the statement of financial position as at 30 June 2025, the statement of profit or loss and other comprehensive income, the statement of changes in equity and the statement of cash flows for the year then ended, and notes to the financial statements, including material accounting policy information and the directors' declaration.

In our opinion the financial report of Juiced Enterprises Pty Ltd has been prepared in accordance with Division 60 of the *Australian Charities and Not-for-profits Commission Act 2012*, including:

- (i) giving a true and fair view of the Company's financial position as at 30 June 2025 and of its financial performance for the year ended; and
- (ii) complying with Australian Accounting Standards - Simplified Disclosures and Division 60 of the *Australian Charities and Not-for-profits Commission Regulation 2022*.

Basis for Opinion

We conducted our audit in accordance with Australian Auditing Standards. Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Report* section of our report. We are independent of the Company in accordance with the auditor independence requirements of the *Australian Charities and Not-for-profits Commission Act 2012* (ACNC Act) and the ethical requirements of the Accounting Professional and Ethical Standards Board's APES 110 *Code of Ethics for Professional Accountants (including Independence Standards)* (the Code) that are relevant to our audit of the financial report in Australia. We have also fulfilled our other ethical responsibilities in accordance with the Code.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Responsibilities of the Directors for the Financial Report

The directors of the Company are responsible for the preparation and fair presentation of the financial report in accordance with Australian Accounting Standards - Simplified Disclosures and the ACNC Act, and for such internal control as the responsible entities determine is necessary to enable the preparation of the financial report that is free from material misstatement, whether due to fraud or error.

In preparing the financial report, the responsible persons are responsible for assessing the Company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the responsible entities either intends to liquidate the Company or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Company's financial reporting process.

Auditor's Responsibilities for the Audit of the Financial Report

Our objectives are to obtain reasonable assurance about whether the financial report as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Australian Auditing Standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of the financial report.

Juiced Enterprises Pty Ltd

Independent Audit Report to the members of Juiced Enterprises Pty Ltd

A further description of our responsibilities for the audit of the financial report is located at the Auditing and Assurance Standards Board website at: https://www.auasb.gov.au/auditors_responsibilities/ar4.pdf. This description forms part of our auditor's report.

AH Jackson & Co



Elias Manicaros
Partner

Brisbane, 23 October 2025