

ASX ANNOUNCEMENT

CELLMID APPOINTS EXCLUSIVE NEW ZEALAND DISTRIBUTOR

- Cellmid appoints Pharmaceutical Services Ltd (PSL) as exclusive distributor for New Zealand for its anti-aging consumer products
- Owned by the Pharmacy Guild of NZ, PSL has serviced pharmacies for over 20 years
- PSL will be responsible for warehousing, fulfillment, distribution and sales support
- Commercial shipment to commence in November 2018

SYDNEY, Monday, 19 November 2018: Cellmid Limited (ASX: CDY) is pleased to advise that it has appointed Pharmaceutical Services Ltd (PSL) as exclusive distributor of its products in New Zealand. With several key pharmacies already waiting for Cellmid's anti-aging hair and skin products, the first commercial shipment is expected in November 2018.

PSL is owned by the Pharmacy Guild of New Zealand and supplies most of its members, which currently stand at over 1,000 pharmacies. Providing warehousing, fulfillment, distribution and sales support, PSL will use its existing facilities and highly skilled field force to increase market penetration for Cellmid's anti-aging consumer products, the évolis® and Fillerina® brands, in New Zealand.

During the first twelve months of the agreement, the partners will collaborate to increase distribution and sales and will develop minimum sales targets for subsequent periods. The agreement does not have a fixed term and will remain exclusive subject to minimum performance by PSL from the second year onwards.

There are over 3,500 practicing pharmacists in New Zealand with over 1,000 community pharmacies¹. Most pharmacies are still owned by independent pharmacists, although corporatisation has been on the legislators' radar since 2016.

With corporatisation comes competition and pharmacies with unique offerings, such as the best in class anti-aging hair and skin products offered by Cellmid, will provide an opportunity for independent pharmacies to remain leaders in the market.

Cellmid will support PSL with full marketing training to roll out distribution in a similar way to premium retailers in the USA and pharmacies in Australia; using experiential marketing strategies such as the évoliscope® and in store product sampling.

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¹ Pharmacy in New Zealand, BDO (October 2017)



Cellmid Limited (ASX: CDY)

Cellmid is an Australian life sciences company with lead programs in multiple disease indications. The Company, through its wholly owned subsidiaries, Lynamid, Kinera and Advangen, develops and markets innovative novel therapies and diagnostic tests for fibrotic diseases, cancer, ischemic diseases of the heart and hair loss. Cellmid holds the largest and most comprehensive portfolio of intellectual property relating to the novel targets midkine (MK) and FGF5 globally. Intellectual property pertaining to midkine is being exploited through wholly owned subsidiaries Lynamid and Kinera. Advangen, Cellmid's consumer health business, sells its FGF5 inhibitor hair growth products in Australia, Japan, USA and China. For further information, please see www.cellmid.com.au and www.myevolis.com.au.

Advangen Limited and hair growth products

Advangen Limited is Cellmid's wholly owned subsidiary engaged in the development and sale of first in class, best in class, clinically validated anti-aging products for hair, skin and body. Advangen has a range of FGF5 inhibitor hair growth products which are sold in Australia, Japan, USA and China. Advangen has a rich portfolio of hair growth and anti-aging hair care assets which include formulations of products on market, trademarks, patents and patent applications, proprietary assays and manufacturing processes.

Forward looking statements

This announcement may have forward-looking statements that are subject to risks and uncertainties. Such statements involve known and unknown risks that may cause the actual results, performance or achievements of Cellmid to be materially different from the statements in this announcement. Actual results could differ materially depending on factors such as the availability of resources, regulatory environment, the results of marketing and sales activities and competition.