

ASX ANNOUNCEMENT

CELLMID COMPLETES US CONSUMER STUDY

- **Study of evolis® products used over 120 days by 79 subjects completed**
- **98% reported new growth and 97% reduced hair fall**
- **First data on the full range of evolis® Professional products**
- **Study recorded user experience in addition to hair loss and hair growth**

SYDNEY: Monday, 21 August 2017, Cellmid Limited (ASX: CDY) is pleased to report strong positive results following the completion of its first consumer experience study using the evolis® Professional product range.

All but one of the study participants (98%) recorded new hair growth and 97% reported decreased hair fall using the full range of the Company's évolis® Professional products over 120 days.

In addition to the efficacy results, 96% of participants felt their hair texture was improved and 87% of users improved at least one grade on the Hamilton Norwood or Ludwig hair loss scales, the internationally accepted hair loss scales for men and women.

The consumer study results are critical for the Company's US premium retail strategy, and the data will be the key resource for the underlying marketing and public relations activities that drive brand awareness and sales.

The company recently reported (ASX Announcement, 3 August 2017) that it has secured ultra-premium retailer, Neiman Marcus, as its first US partner in launching the evolis® Professional hair care range.

With a 1 September 2017 launch date in Neiman Marcus, completion of the consumer experience study is timely and its highly relevant US results will be the core data source for co-branded social and digital marketing as well as the public relations activities.

The large volume of evidence collected during the study, including photographs and testimonials, demonstrates unequivocally the outstanding performance of the evolis® Professional range and sets the brand up well for competing in the premium hair care market in the United States.

The evolis® Professional branded products, developed in collaboration with Colour Collective, Cellmid's US distribution partner, have all the hair growth benefits of the evolis® pharmacy range, with additional hair conditioning ingredients expected to deliver superior results in hair care to compete with other premium brands. These expectations have been surpassed by the US consumer experience study.

Study design, methodology and outcomes

The study was designed to:

1. Collect efficacy data on hair loss
2. Collect efficacy data on hair growth
3. Assess the change in hair quality
4. Assess colour safety
5. Assess multiple user experience parameters such as feel, smell, lathering, conditioning, volumizing ability

Study participants used the full range of evolis® Professional products (shampoo, conditioner and activator) over 120 days.

Monthly reviews were conducted by trained hair assessors for all 79 participants, where the results were recorded and users were photographed with a high-resolution camera in a controlled setting from several angles to document their progress.

Through the interview process a large number of positive personal testimonials were received, including a high number of users reporting increase in volume, increased curl definition, improved manageability, ease of styling and colour longevity. Users with persistent dandruff also reported improvement in their condition over the test period.

In order to assess the likelihood of compliance with use instructions, a cohort of 49 participants were also surveyed over four weeks on key measures including ease of use and comparison of the evolis® Professional range with participants' existing products.

In addition to the efficacy results of new hair growth and a reduction of hair loss, greater than 93% were positive about the look and feel of the tonics on their scalp and 96% agreed that the system was compatible with their day to day routine.

Greater than 80% preferred the shampoos and conditioners to their usual products and felt their hair appeared more conditioned and reported no colour fade.

The findings of the consumer usage study represent an important milestone for the company and will be used extensively in the retailing of the evolis® Professional range.

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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 and the USA and currently expanding distribution in other territories. For further information, please see www.cellmid.com.au and www.evolisproducts.com.au.

Advangen Limited and hair growth products

Advangen Limited is Cellmid's wholly owned subsidiary engaged in the development and sale of anti-aging hair care products. Advangen has a range of FGF5 inhibitor hair growth products which are sold in Australia, Japan, China and Taiwan. Concurrently, Advangen has been developing midkine, a growth factor, in hair loss models utilising its anti-apoptotic and growth promoting effects. 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.

Investment in life sciences companies

Several inherent risks associated with the research, development and commercialisation of pharmaceutical products. Investment in companies specialising in these activities carry specific risks which are different to those associated with trading and manufacturing businesses. As such, these companies should be regarded as highly speculative. Cellmid recommends that investors seek professional advice before making an investment in its shares.