

ASX ANNOUNCEMENT

CELLMID SECURES BLOOMINGDALES USA PARTNERSHIP FOR ÉVOLIS®

- **Bloomingdales is added to the list of US évolis® distributors**
- **Further expansion of évolis® into premium retail market**
- **In-store launch is planned for 1Q FY2019**
- **US distribution strategy delivering results**

SYDNEY, Tuesday, 24 April 2018: Cellmid Limited (ASX: CDY) is pleased to advise that it has secured a new premium retail partnership with leading US retailer, Bloomingdales, for its évolis® Professional product range.

Bloomingdales is one of the oldest and most prestigious department stores in the USA established in 1872 and currently owned by Macy's, Inc. Macy's reported over US\$24 billion in revenue in 2017 and operates more than 690 department stores in 44 states across the USA.

With a plan to cater for the increasingly discerning millennial and Gen-X consumer preference for effective, science based, clean, functional cosmetics, Bloomingdales will stock évolis® Professional in its retail stores and online channels. Sales are expected to commence in Q1 FY2019.

Bloomingdales is known for luxury skincare and is an ideal partner for évolis® Professional to communicate the brand's message of effective, sustainable ingredients and clean formulations delivered in a personalised setting.

"Bloomingdales represents the third premium retail group in the USA for évolis® Professional. With our successful online business in Neiman Marcus, recent commencement of online sales via US based Soft Surroundings and now securing a partnership with Bloomingdales, our USA distribution strategy is clearly working. Overall, we are confident that our business focus to develop and market only clinically validated "first in class, best in class" consumer products will deliver growth for our shareholders" said CEO of Cellmid, Maria Halasz.

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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, Lyramid, 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 Lyramid 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.

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. With the Fillerina® distribution agreement Advangen has its first skincare range.

Midkine (MK)

Midkine is a growth factor that is highly expressed during embryonic development. Midkine modulates many important biological interactions such as cell growth, cell migration and cellular adherence. These functions are relevant to cancer, inflammation, autoimmunity, ischemia, nerve growth/repair and wound healing. Midkine is barely detectable in healthy adults and only occurs as a consequence of the pathogenesis of a number of different disorders. Midkine expression is often evident very early in disease onset, even before any apparent physical symptoms. Accordingly, midkine is an important early marker for diagnosing cancers and autoimmune diseases. Finally, midkine is only evident in a disease context, and targeting midkine is not expected to harm normal healthy tissues.

Investment in life sciences companies

There are a number of 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.