

ASX ANNOUNCEMENT

CELLMID SIGNS NEW TV SHOPPING AGREEMENT FOR ÉVOLIS®

- **New TV shopping agreement signed:** Cellmid has entered into an agreement with Australian Shopping Network (ASN) to sell its évolis® Professional anti-aging hair care products on TV shopping
- **New national TV shopping channel:** ASN's **openshop** is a new, 24/7 shopping experience on channel 75; a result of a broadcast agreement between Channel 7 and ASN
- **évolis® sales will commence in October:** First évolis® Professional sales broadcast to air from the last week of October 2019
- **TV shopping is an important channel:** TV shopping is currently the most significant revenue source for the Company and an ideal medium for the évolis® products

SYDNEY, Monday, 14 October 2019: Cellmid Limited (ASX: CDY) is pleased to advise that its wholly owned subsidiary, Advangen International Pty Ltd (Advangen), has entered into an agreement with Australian Shopping Network (ASN) for the sale of the évolis® Professional anti-aging hair care products. The products are expected to be sold on openshop from the last week of October 2019 with value offerings exclusive to ASN.

Television shopping is currently the most significant revenue source for Cellmid; sales from QVC Japan alone represent close to 30% of total consumer health revenues. Since commencing sales on TV shopping channel QVC four years ago, Cellmid's FGF5 inhibitor products became best sellers with two 'million dollar' sales days annually (Today's Special Value or TSV broadcasts).

The Company's most recent TSV show on QVC Japan delivered a record \$1.14 million in wholesale revenue (*ASX Announcement, 4 July 2019*). Products have already been ordered by QVC for the next TSV event on 24 November 2019. Cellmid is currently negotiating the launch of a new product range on QVC Japan, taking advantage of the brand loyalty built by its FGF5 inhibitors over the past four years.

TV shopping is an ideal medium to sell the évolis® products as it allows for detailed explanation of the Company's novel FGF5 technology. The long-term results of using the products can be represented visually and there is opportunity to build an intimate relationship with the audience.

TV shopping is also a cost-effective channel for a fast-growing company, such as Cellmid, as airtime is not charged and there are no additional marketing costs, rebates or discounts payable to the channel. TV shopping platforms are rewarded with attractive wholesale margins in return.

ASN is one of only two 24/7 shopping channels in Australia and provides its customers with exclusive deals and the convenience of shopping on air or online via openshop.com.au. Cellmid's évolis® Professional will be the only anti-aging hair brand offered on the channel this time.

End

Contact:

Maria Halasz, CEO

T +612 9221 6830



@mariahalasz

Cellmid Limited (ASX: CDY)

Cellmid is an Australian life sciences company with a consumer health business and biotech assets. Advangen 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. For further information, please see www.cellmid.com.au and www.evolisproducts.com.au.

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.