

ASX ANNOUNCEMENT

CELLMID SIGNS TRADING AGREEMENT WITH API/PRICELINE

- **Trading agreement signed with API/Priceline for the national ranging of évolis®:** The national trading agreement with API Services Australia Pty Ltd (API) is for the ranging of the Company's évolis® Professional anti-aging hair care products in Priceline Pharmacies.
- **Agreement underpins an important component in the Australian operations:** Signing the agreement is in line with Cellmid's strategic plan released in February 2019 targeting an Australian national retail partnership.
- **Guidance confirmed:** Cellmid confirms guidance that it is on track to reach operational profitability in the consumer health business in FY2020.

SYDNEY: Wednesday, 6 November 2019: Cellmid Limited (ASX: CDY) is pleased to advise that its wholly owned subsidiary, Advangen International Pty Ltd (Advangen), has entered into a national trading agreement with API for the ranging of its évolis® Professional anti-aging hair care products in approximately 400 Priceline Pharmacy stores around Australia. The products are expected to be available in stores from November 2019.

The agreement is expected to deliver exclusive offers and unique hair health advisory services to Priceline Pharmacy customers. In-store sales of évolis® Professional will be supported by the current évolis® sales and marketing team through an extensive education program about hair aging, the hair cycle and anti-aging haircare. Advangen brings a differentiated education piece with its products; the result of the Company's biotechnology origins and ongoing scientific research into hair biology.

Priceline Pharmacy is the leading health and beauty retailer in Australia, with a national footprint of over 480 stores (Priceline and Priceline Pharmacy) and a large and loyal community of beauty enthusiasts in its Sister Club. Number one in beauty advice, trends and service, Priceline is the ideal partner for the premium évolis® Professional brand.

In addition to the team of évolis® educators, the retail partnership with Priceline Pharmacy will be supported by national promotional and digital marketing campaigns, which are expected to underpin the long-term growth of consumer health sales in Australia.

National Head of Beauty at Priceline Pharmacy, Susie Bearzi says "Scalp and hair health is essential to helping our customers look and feel great as part of their beauty routine. We are excited about expanding our range with the évolis® Professional brand to provide our customers with a result driven regimen to promote healthy hair throughout their various life stages."

Cellmid CEO, Maria Halasz said "We are thrilled to partner with the Priceline team, who excel in knowing their customers, and are dedicated to provide outstanding retail value and unique service."

END



CONTACT

Company

Maria Halasz, CEO
Cellmid
T +612 9221 6830
info@cellmid.com.au

Cellmid Limited (ASX: CDY)

Cellmid is an Australian life sciences company with a consumer health business and biotech assets in development. 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. Cellmid's wholly owned subsidiary, Lynamid, develops innovative novel therapies and diagnostic tests for age related diseases including inflammatory and autoimmune conditions. Lynamid holds the largest and most comprehensive portfolio of intellectual property relating to the novel targets midkine (MK) globally.

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.