

ASX ANNOUNCEMENT

SUPPLY AGREEMENT FOR CELLMID'S FGF5 INHIBITORS

- **Cellmid signs supply and collaboration agreement with Pump Haircare Pty Ltd**
- **Cellmid will supply hair growth products with its FGF5 inhibitor actives to Pump**
- **The two companies will collaborate on developing and launching new products**

SYDNEY, Tuesday, 8 June 2021: Cellmid Limited (Company) (ASX: CDY) is pleased to advise that its wholly owned consumer health subsidiary, Advangen International Pty Ltd (Advangen), has signed a Supply and Collaboration Agreement (Agreement) with Pump Haircare Pty Ltd (Pump) for the supply of Cellmid's FGF5 inhibitor hair growth products under the PUMP brand and to collaborate with Pump on new products.

Pursuant to the Agreement Advangen will manufacture and supply PUMP branded hair lotions utilising its proprietary FGF5 inhibitor hair loss prevention and hair growth technology. Pump will cover all marketing activities and will sell the hair lotions through its omnichannel distribution model. The two companies will also collaborate on new products; Cellmid will contribute its scientific expertise in developing anti-aging technologies and products and Pump will market these under its own brand.

The anti-aging hair care market is set to grow at 5.05% annually until 2028 with growth predicted in both the developed and emerging countries¹. The market for hair loss products, a subset of anti-aging hair care, is expected to grow at around 6% annually until 2025², largely driven by the wider adoption of topical hair loss treatments, increased awareness of natural ingredients and the trend to use skin care technologies on hair (skinification of hair).

Cellmid is ideally placed to take advantage of this growth trend with its patented hair loss and anti-aging hair care technologies, including its own évolis® branded FGF5 inhibitor products. In addition to its FGF5 inhibitors Cellmid has already developed a number of novel, undisclosed, approaches to hair loss and anti-aging hair care using natural botanical extracts. Some of these technologies are expected to form part of the new product development collaboration between Advangen and Pump.

Advangen has been negotiating supply and collaboration partnerships as part of the Company's broader growth strategy. The Agreement with Pump is the first of its kind with another hair care brand and it is expected to increase recognition and customer base for the technology in the fast-growing anti-aging hair care market. Further, it is expected to underpin Cellmid's global leadership position in the development of novel hair loss prevention, hair growth and anti-aging hair care technologies.

¹ Data Bridge Market Research: Anti-aging Hair Care Market 2020-2028

² Research and Markets: Hair loss products market: Global outlook and forecast 2020-2025



Backed by private equity firm Anacacia Capital, Pump Haircare Pty Ltd is a fast-growing hair care brand selling Australian designed salon quality hair products direct from its website and via more than 300 hair salons worldwide. Pump CEO Stephen Warner said “We are delighted to include Cellmid’s FGF5 inhibitor technology in a selection of our products. Our customers have come to love and expect high performance from their PUMP products, and we are confident that the collaboration with Cellmid will continue to add to their experience”.

The Agreement between the parties has an indefinite term and is subject to normal termination clauses.

Approved for release by the Board of Directors of Cellmid.

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Cellmid Limited (ASX: CDY)

Cellmid is a health and beauty-tech business growing shareholder value through the global distribution and sales of its proprietary brands of differentiated, clinically validated anti-aging solutions. Advangen is Cellmid’s wholly owned subsidiary engaged in the development and sale of first in class, best in class, clinically validated products for hair, skin and body. For further information, please see www.cellmid.com.au and www.evolisproducts.com.au.

Pump Haircare

Launched in 2017 by Natasha Jay, a professional hairdresser, Pump Haircare has a portfolio of leading products for the hair, scalp and eyelashes as well as treatments for specific hair conditions. Designed in Australia with eco-friendly packaging Pump products balance the benefit of natural ingredients with product efficacy.

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.