



ASX ANNOUNCEMENT

CELLMID'S FY2017 RESULTS PRESENTATION

SYDNEY: Wednesday, 27 September 2017, Cellmid Limited (ASX: CDY) is pleased to provide shareholders with the following presentation on the results of the 2017 financial year.

In consumer health news, revenues for wholly owned subsidiary, Advangen, increased by 50% within its existing Australian and Japanese markets. Cellmid launched its new evolis® Professional branded product range in the US and secured premium retail distribution in partnership with Neiman Marcus.

Cellmid's midkine technology received scientific endorsement with a publication in *Nature*, the highest ranking journal, confirming midkine's crucial role in the metastasis of aggressive melanoma. This is the type of international profile that will set the midkine portfolio up well for partnerships in the coming years.

CEO of Cellmid, Maria Halasz, will be presenting these results at investor events in the near future, details of which will be provided to the market in due course.

End

Contact

Maria Halasz, CEO and Managing Director
T +612 9221 6830

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, www.evolisprofessional.com.au and www.evolisproducts.com.au.

CELLMID LIMITED



Maria Halasz

CEO & Managing Director

@mariahalasz

IMPORTANT NOTICE



Forward looking statements

This presentation contains 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 presentation. Actual results could differ materially depending on factors such as the availability of resources, regulatory environment, the results of advertising, sales activities and competition.

CELLMID (CDY:ASX)



Fully Paid Ordinary Shares (1 September 2017)	1,068,456,303
Market Capitalisation (1 September 2017)	A\$ 27 million
Unlisted options (executive)	32,500,000
Cash Position (30 June 2017)	A\$ 4 million
Debt (\$2 million due Feb 2019, secured against R&D Tax Credit)	A\$ 2.0 million

CORPORATE AND BUSINESS STRUCTURE

CELLMID 



LYRAMID

KINERA

Novel FGF5 inhibitor hair growth products sold as OTC, non-prescription natural medicines and cosmetics

Midkine antibodies for the treatment of fibrosis, chronic kidney disease and cancer conditions

Midkine protein for the treatment of post-ischemic conditions including heart failure

BOARD MEMBERS



Dr David King | Chairman

An experienced independent chairman with expertise in high growth companies, David has a track record in building business ventures and developing them into attractive take-over targets.



Bruce Gordon | Non-Executive Director

Bruce is a seasoned audit partner and corporate finance specialist with over 35 years' industry experience. Bruce brings significant expertise in valuations, mergers and acquisitions, restructuring and transaction support.



Maria Halasz | CEO and Managing Director

With over 24 years in the life sciences sector Maria started in corporate finance before joining Cellmid ten years ago as CEO. Maria led the acquisition of the company's current portfolio of midkine and FGF5 inhibitor assets.



Dr Fintan Walton | Non-Executive Director

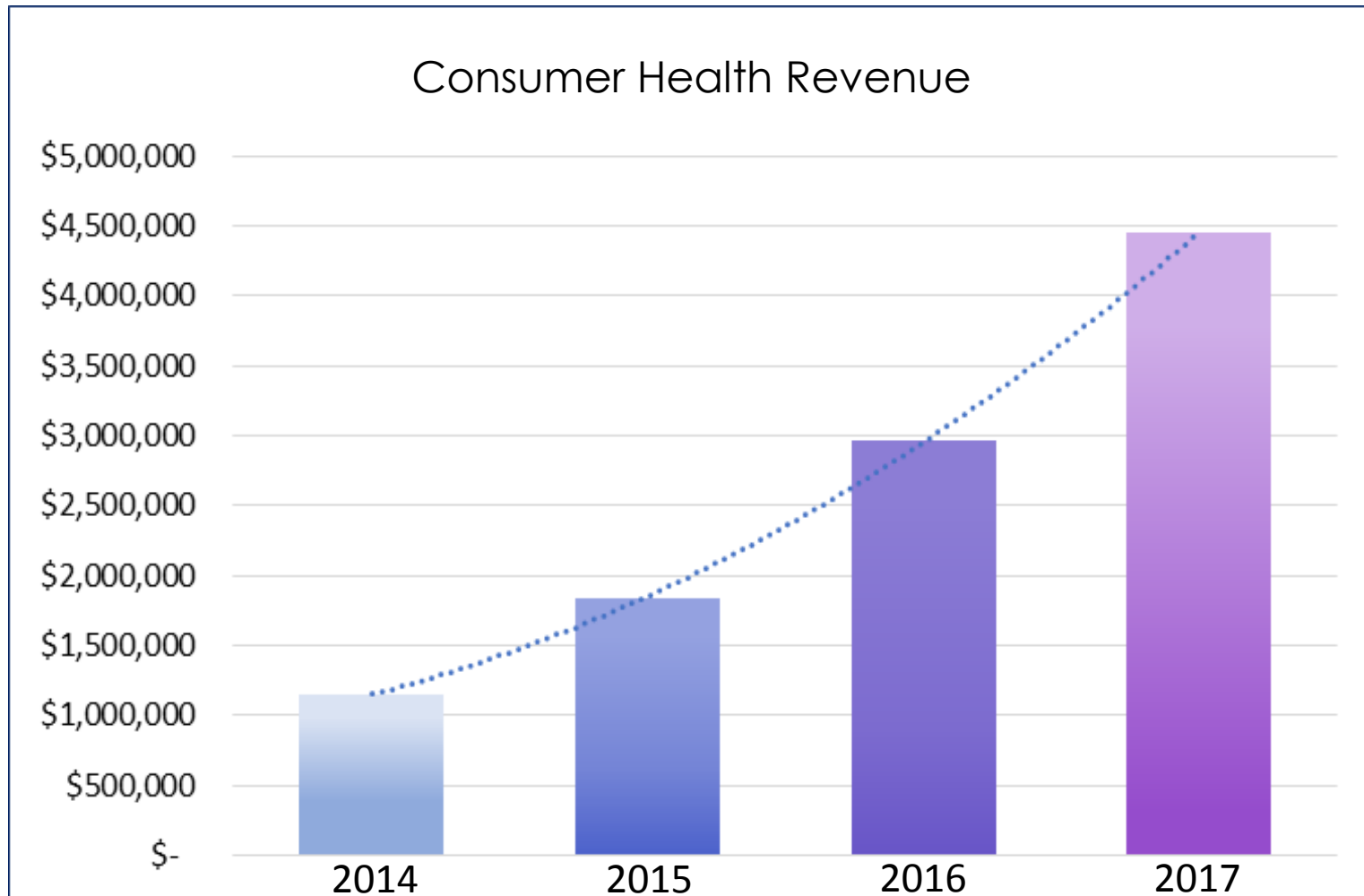
Fintan has over 33 years experience in the global pharmaceutical and biotechnology sectors and is the founder and CEO of PharmaVentures Ltd, a leading UK based corporate advisory firm.

FINANCIAL PERFORMANCE



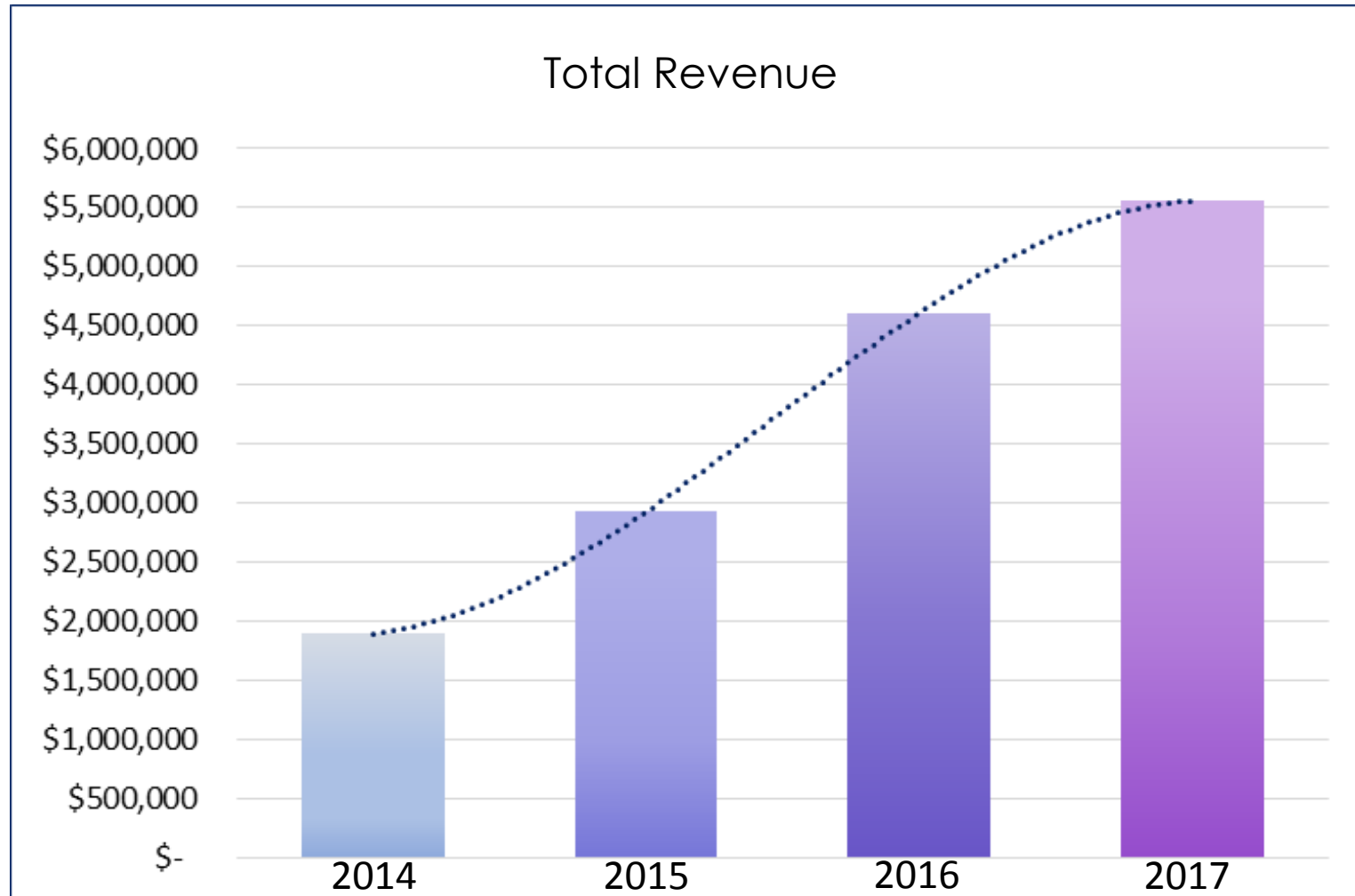
Financial Results 2014-2017	2014	2015	2016	2017
Total revenue and other income	\$ 1,898,037	\$ 2,930,518	\$ 4,611,108	\$ 5,560,121
Consumer health revenue	\$ 1,150,931	\$ 1,842,804	\$ 2,962,306	\$ 4,453,208
Midkine license revenue	\$ 1,009,188	\$ 99,263	\$ 205,390	\$ 247,606
R&D tax credit/grants	\$ 747,106	\$ 988,451	\$ 1,121,562	\$ 831,408
Total expenditure	\$ 5,023,890	\$ 6,301,547	\$ 8,098,979	\$ 9,530,994
R&D spending	\$ 1,660,236	\$ 2,196,558	\$ 2,124,360	\$ 2,176,925
Current assets	\$ 4,499,891	\$ 4,173,616	\$ 5,131,104	\$ 6,562,302
Sales Revenue/Expenditure*	23%	29%	36%	46%

CONSUMER HEATH REVENUE 2014 – 2017



Consumer health revenue up by:
286.9% from 2014
50.3% from 2016

TOTAL REVENUE 2014 – 2017



Total revenue up by:

192.9% from 2014

20.6% from 2016

ADVANGEN in FY2017



- Signed distribution partnership in the US in July 2016
- Increased revenue by 50% in existing markets
- Developed the **évolis**[®] PROFESSIONAL global brand
- Completed manufacture and launched **évolis**[®] PROFESSIONAL in the US
- Secured first retail partnership with Neiman Marcus
- Received import permits to China

LYRAMID Limited in FY2017



- *Nature* publication showing that midkine has a crucial role in driving metastasis in melanoma
- Pre-clinical validation programs continued in animal models of chronic kidney disease and systemic complications
- Pre-clinical validation programs planned in animal models of cancer

KINERA Limited in FY2017



- Preclinical validation of MK in chronic heart failure continued during FY2017
- GMP manufacture of MK commenced in preparation for IND-enabling studies
- Preclinical studies in brain ischemia planned and partners identified

Jo-Ju
SCALP LOTION

Léxilis
SCALP LOTION

évolis[®]

évolis[®]
PROFESSIONAL

No More Bad Hair Days


advangen
advanced gene science for hair

WE ARE évolis®



1994

Scientists discover FGF5 gene, proven to be a crucial regulator of hair growth



2002

Hair biologists initiate research to control FGF5 and its impact on hair



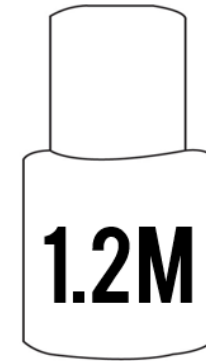
2007

Hair biologists discover a select group of botanicals that inhibit FGF5. Advangen Japan launches Lexilis, the first line formulated with these FGF5 inhibiting botanicals



2013

Cellmid purchases Advangen and starts selling in Australia. In 2014 Columbia University confirms FGF5 is critical for hair growth in humans



2016

To date, 1.2 million products have been sold across Japan and Australia. évolis® is the #1 selling hair care product on QVC Japan



2017

évolis® Professional launched in Neiman Marcus, achieved 94 million impressions in the US and we are just getting started

A close-up, soft-focus photograph of a woman's face, looking slightly to the right. Her long, straight blonde hair is the central focus, framing her face. The lighting is warm and natural, highlighting the texture of her hair and the subtle features of her face. The background is blurred, showing hints of a patterned surface.

OUR HAIR

Defines who we are and how we feel. Hair is the root of our self-confidence. Have a good hair day have a great day.

There is no one that would ever say "I want bad hair"

40%

Percentage of women that will experience a significant hair challenge before the age of 35*

50%

Percentage of men that will experience significant hair loss by the age of 50

180 MILLION

Americans faced with hair challenges‡

\$11.6 BILLION

The current size of the US hair care market alone with growth predicted to be driven by innovative anti-aging products+^

Hair challenges can impact anyone at any age, with any hair type or lifestyle. The struggle to achieve GREAT HAIR is real.



The background image shows two women from behind, looking out at the ocean. The woman on the left has long, wavy brown hair, and the woman on the right has long, straight blonde hair. They are both wearing floral-patterned tops. The sky is bright blue with scattered white clouds, and the ocean is visible in the distance. The entire image is overlaid with a semi-transparent blue rectangle containing text.

HAIR OPPORTUNITY

Premium hair products focus on camouflaging the issues by targeting hair care on mid-lengths and ends. GREAT hair can only be achieved by truly solving the problem at the root. At present, there is nothing on the market that can guarantee BAD HAIR DAYS ARE A THING OF THE PAST.

WHAT MAKES US DIFFERENT?

HAIR CARE LINE
CREATED BY HAIR
BIOLOGISTS TO
DELIVER YOUR
BEST HAIR

FORMULATED WITH
REAL WORKING
100% NATURAL
ACTIVES

A COMPLETE
PORTFOLIO TO
RESOLVE A SPECTRUM
OF HAIR CHALLENGES

REAL RESULTS
BACKED BY SCIENCE

évolis[®]
PROFESSIONAL

**THE
ANAGEN
PHASE**

HAIR GROWTH IS
CONTROLLED BY FGF5

WHAT IS FGF5: A naturally occurring protein in the scalp that controls the hair life cycle. Stress, genetics and environmental factors can cause an imbalance in the hair life cycle. By controlling FGF5 the hair life cycle is restored to its natural pattern.

**THE
CATAGEN
PHASE**

**THE
TELOGEN
PHASE**

NEGATIVE EFFECTS OF FGF5

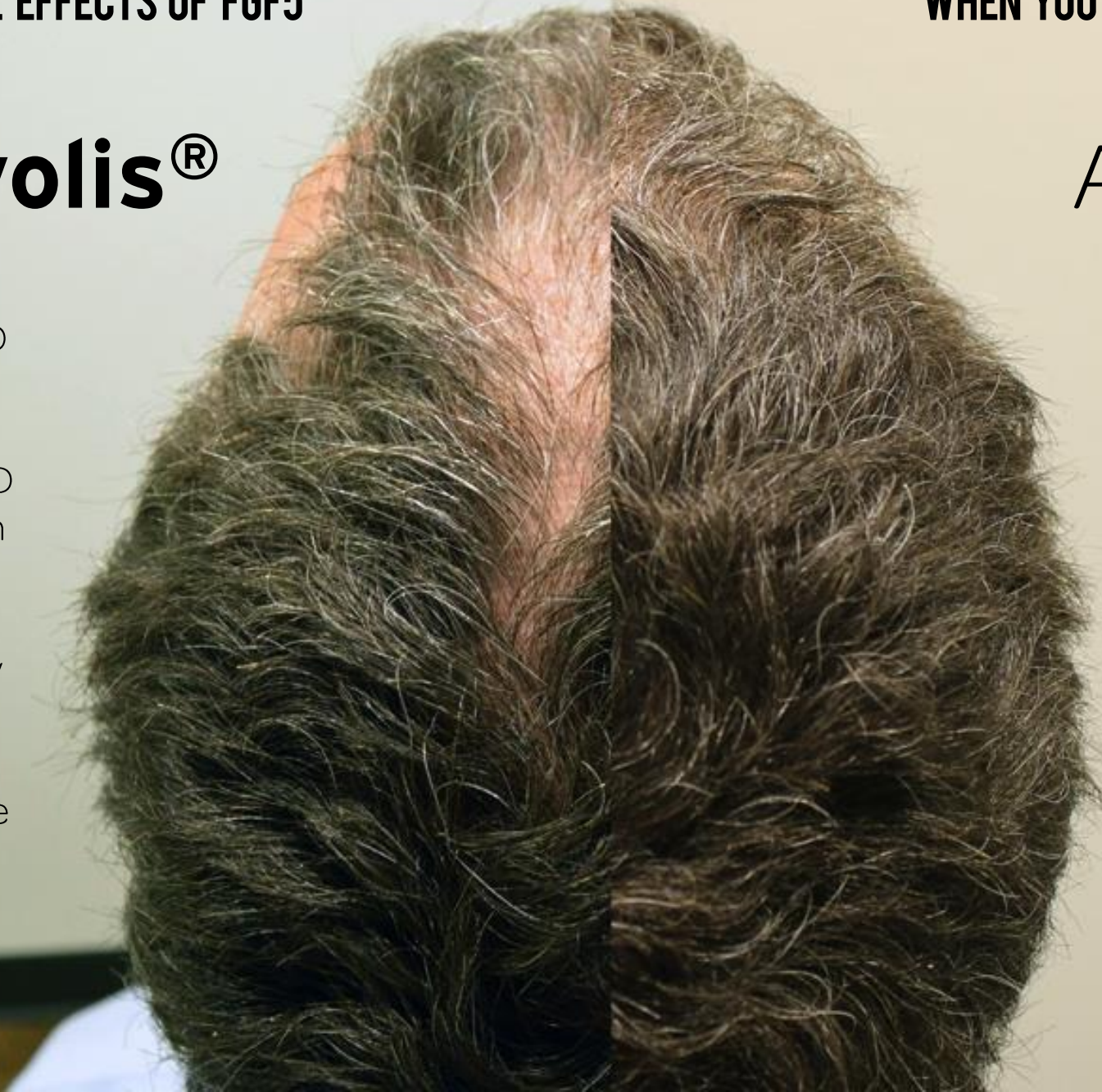
Before **évolis**®

INCREASED
Hair Fall

DECREASED
Hair Growth

POOR
Hair Quality

THINNING
Hair Texture



WHEN YOU INHIBIT FGF5

After **évolis**®

Hair Fall
DECREASED

Growth Rate
INCREASED

Growing Hair Follicles
INCREASED

Hair Texture
THICKER

Maximum Length
LONGER

COMMON HAIR CHALLENGES

WITH THE BOTANICAL ACTIVES IN évolis®

Before évolis®

INABILITY
To Grow Long Hair

Hair Texture
DRY, FRIZZY

Hair Quality
POOR

Hair Manageability
OUT OF CONTROL

Hair Breakage
PREVALENT

After évolis®

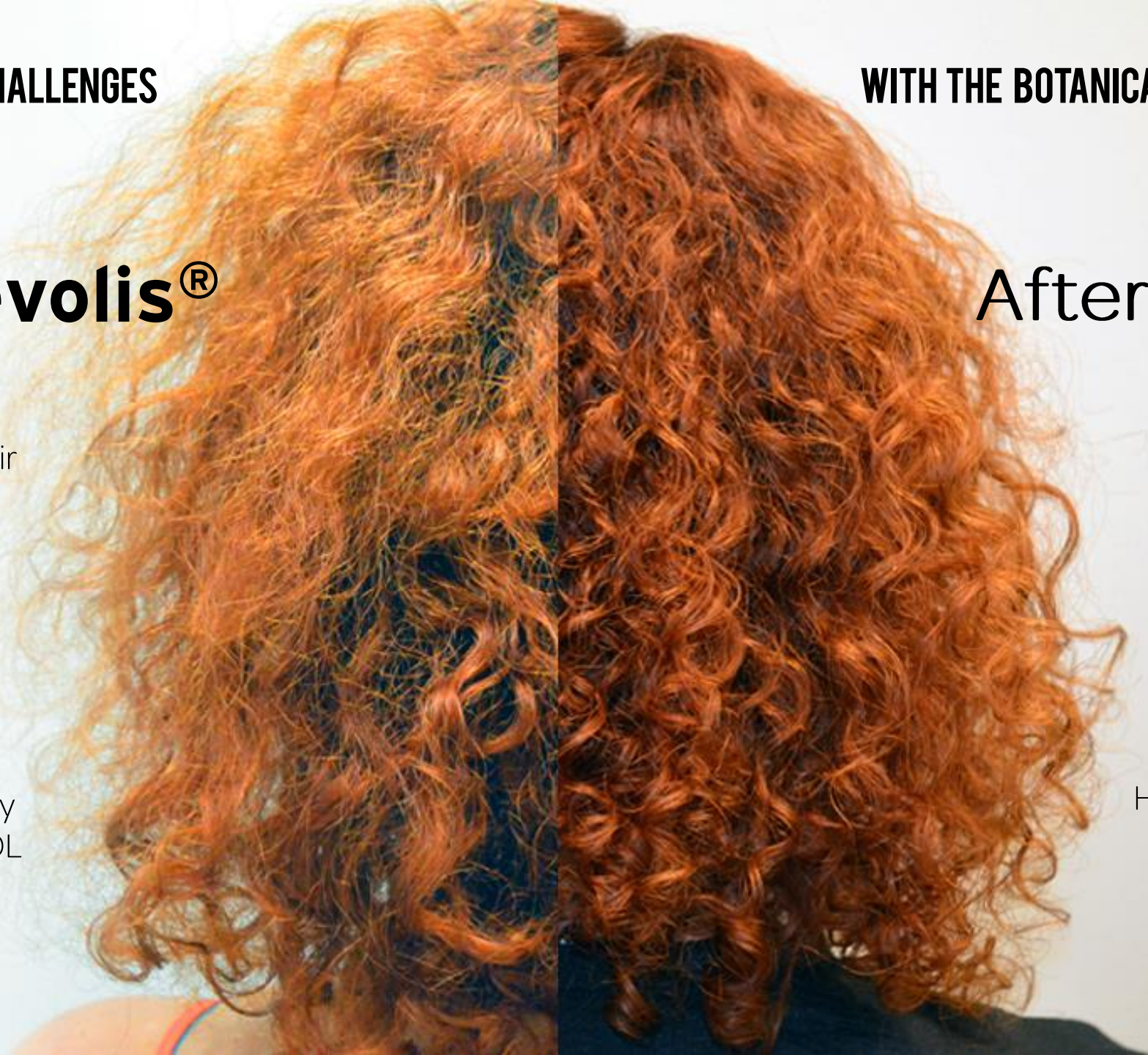
Hair Length
INCREASED

Hair Texture
IMPROVED

Hair Quality
IMPROVED

Hair Manageability
IMPROVED

Hair Breakage
REDUCED

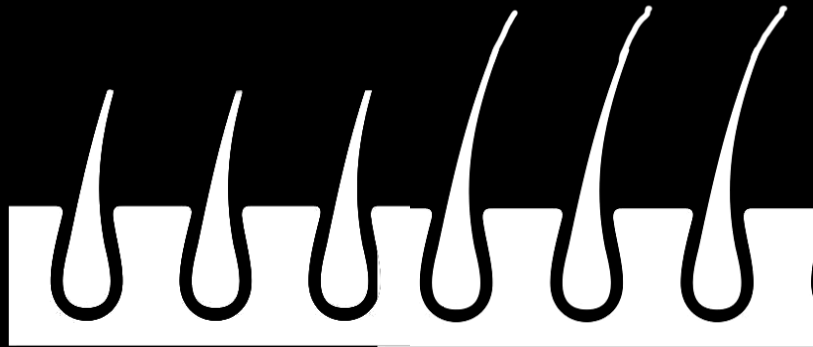




BEAUTY FOUND IN NATURE

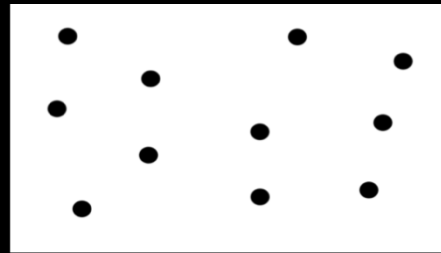
We have replaced dangerous, manmade ingredients with superior natural alternatives to protect, nourish and condition the hair from root to tip. Our scientists searched through 1000's of plant extracts to find natural alternatives. évolis® Professional products are natural, free of parabens, sulphates and synthetic or dangerous ingredients.

RESULTS OF BLINDED PLACEBO CONTROLLED CLINICAL STUDY

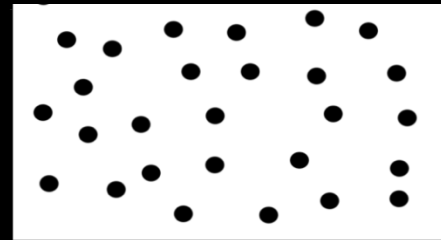


20%

Accelerated Hair Growth
for longer hair*

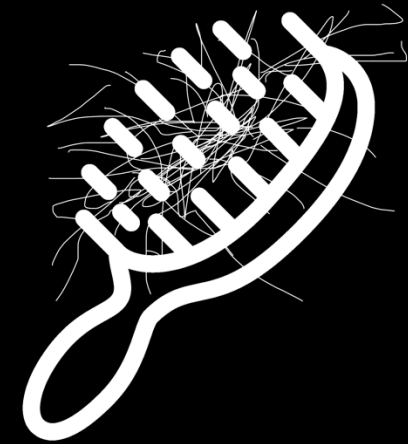


Growing Follicles



44%

Increase in Growing
Follicles+



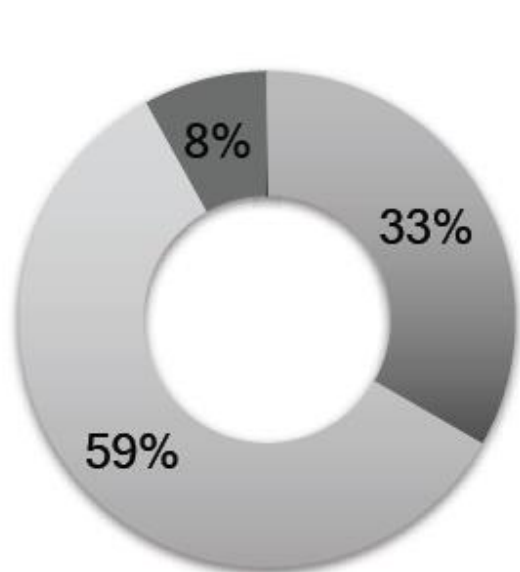
82%

Reduction in Hair Loss+

*20% faster hair growth was observed in users at 4 months. Double blinded placebo controlled study, Department of Dermatological Science, The University of Tokushima Japan (2007, Maeda et al).

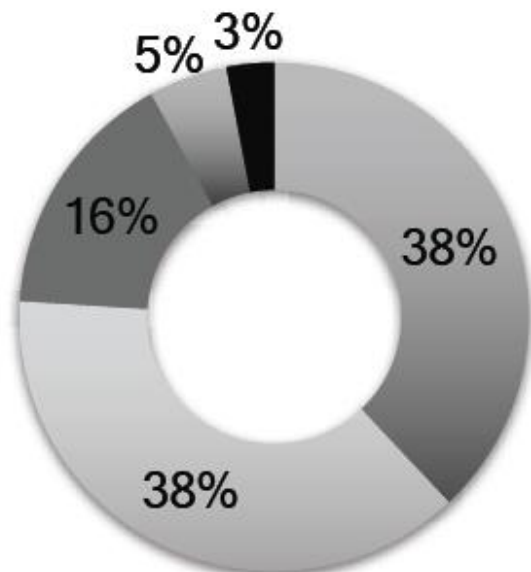
+ The botanical actives in 'evolis® (including Sanguisorba officinalis) are clinically proven to promote hair growth and increase hair growing follicles (2017, Burg et al).

RESULTS OF CONSUMER USAGE STUDY



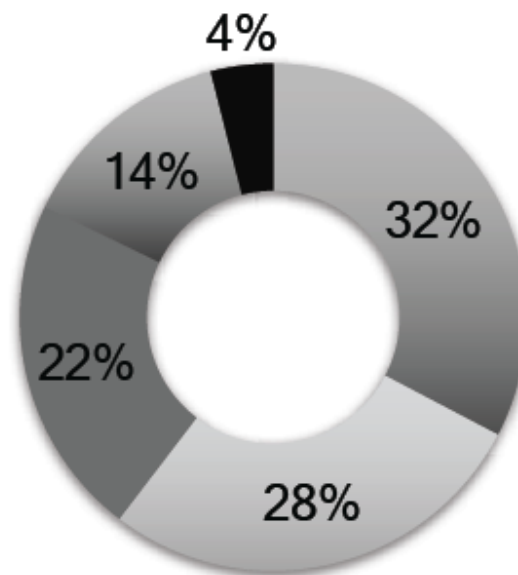
100%

Of users experienced new hair growth



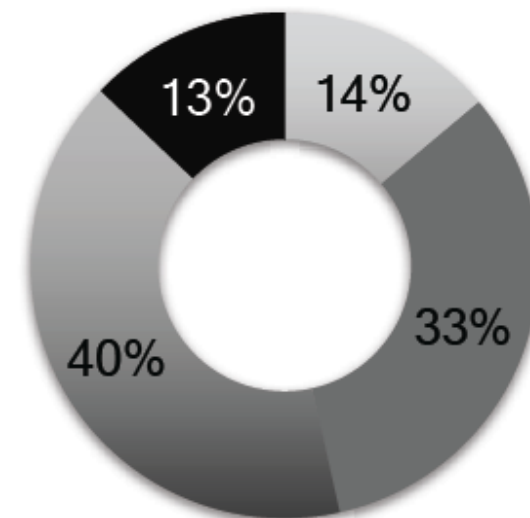
97%

Of users experienced less hair fall



96%

Of users saw an improvement in hair texture



87%

Of users improved their position on the Norwood/Ludwig Scales

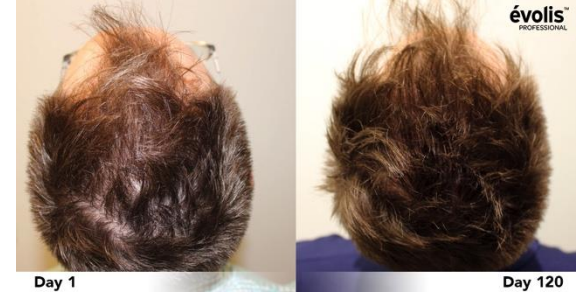
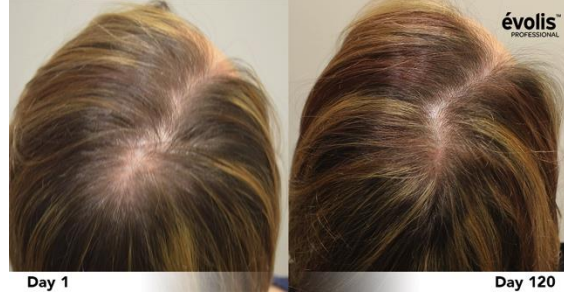
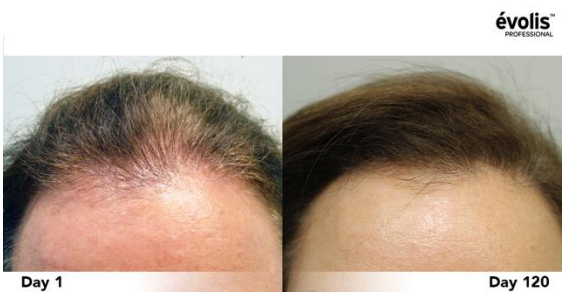


évolis[®]
PROFESSIONAL

HAIR LOSS



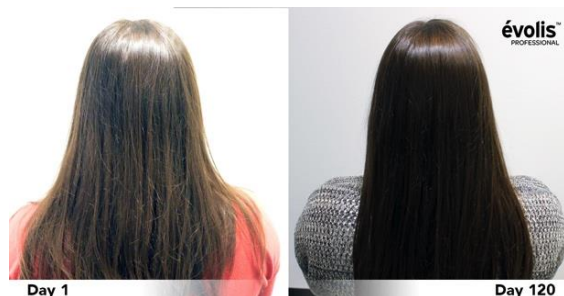
THINNING



CONTROL



TEXTURE



REAL USERS. REAL RESULTS.

BIG PLANS FOR HAIR

Looking into the future

New Products to support GREAT hair



REVIVE & LIFT SPRAY

Non-comedogenic dry shampoo, effortlessly refreshes hair without clogging hair follicles.

Formulated using special micro-boosters to instantly lift at the roots creating lasting volume

8.5 oz. /250 ml



STYLE & MAGNIFY CREAM

Silicone free styling cream tames hair with touchable polymers while magnifying each strands circumference. Hair appears thicker, fuller and under control

5 oz. /150 ml

LASH CREATOR



Dual Purpose; lengthens and defines in one step. Formulated using FGF5 inhibiting natural actives plus lash building polymers to lengthen and thicken. Increase lash length by 20% in

6 to 8 weeks.

.33 oz. /10 ml



BROW GENERATOR

Restore brows with new Brow Generator. Contains FGF5 inhibiting natural actives to replenish thin brows in 6 to 8 weeks when used daily.

.33 oz. / 10 ml

SUMMARY



- Balanced portfolio of life sciences assets with strong global revenue growth from consumer health expected to continue with entering new markets
- Track record of delivering sales growth year on year in the consumer health division
- Major potential upside from midkine drug therapeutics (partnerships and licenses)
- Experienced management team and strong partners to deliver on growth prospects

Cellmid Limited



Suite 1802, Level 18,
15 Castlereagh Street
Sydney NSW 2000
AUSTRALIA

T: +61 2 9221 6830

F: +61 2 9233 8975

www.cellmid.com.au

www.evolisproducts.com.au

www.evolisprofessional.com.au