

**ASX ANNOUNCEMENT**

**CELLMID SECURES NEW US RETAIL PARTNER FOR EVOLIS®**

- **évolis® Professional will be sold in premium retailer Soft Surroundings**
- **59 stores in the USA and strong online and catalogue presence**
- **évolis® sales to commence in March 2018**

**SYDNEY, Thursday, 7 December 2017: Cellmid Limited (ASX: CDY)** is pleased to advise that it has secured its second premium retail partner in the USA, Soft Surroundings, for the sale of the évolis® Professional products.

Headquartered in St. Louis, MO, Soft Surroundings is a lifestyle brand and retailer of women's beauty products, home and apparel with 59 stores and a fast-growing e-commerce platform.

The agreement is the second premium retail relationship for Cellmid's évolis® Professional product range, after signing the agreement with Neiman Marcus in August 2017, and it is a key milestone in the Company's US distribution strategy.

Cellmid, through its consumer health subsidiary Advangen, is targeting the prestige hair care market, which is expected to reach global sales of \$14.7 billion annually by 2021 (*Euromonitor*). First on the market, the évolis® Professional products aim to address hair aging and deliver optimum hair health utilising the Company's unique FGF5 inhibitor serums, scalp treatments and masks.

Releasing its first catalogue in 1999, Soft Surroundings has been dedicated to making women look and feel their best. Having experienced record growth in its online and catalogue channels Soft Surroundings opened its first retail location in St Louis, MO in 2005. Since then, the group has grown rapidly and currently has 59 store locations nationally throughout the USA.

Soft Surroundings positions itself as a luxury lifestyle brand for busy women of all ages. Their exceptional growth is underpinned by their meticulously curated brands to help their customers look and feel their best.

"Soft Surroundings has grown remarkably during a challenging period for retailers due to impeccable customer service" said CEO of Cellmid, Maria Halasz. "We look forward to building a strong relationship with their customer base in 2018 and beyond" she added.

End

Contact: Maria Halasz, CEO

T +612 9221 6830



@mariahalasz



### **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 and the USA and currently expanding distribution in other territories. For further information, please see [www.cellmid.com.au](http://www.cellmid.com.au).

### **Advangen Limited and hair growth products**

Advangen Limited is Cellmid's wholly owned subsidiary engaged in the development and sale of anti-aging hair care products. Advangen has a range of FGF5 inhibitor hair growth products which are sold in Australia, Japan, the USA and China. Concurrently, Advangen has been developing midkine, a growth factor, in hair loss models utilising its anti-apoptotic and growth promoting effects. 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 more information please visit the Advangen's [www.evolisproducts.com.au](http://www.evolisproducts.com.au) and [www.evolisprofessional.com](http://www.evolisprofessional.com) websites.

### **Soft Surroundings**

Established in St Louis, MO in 1999 Soft Surroundings experienced rapid growth in their catalogue and e-commerce business and opened their first branded concept store in 2005. Currently with 59 retail stores throughout the US, Soft Surroundings is a leading brand for busy women of all ages to look and feel their best. Committed to serving their customers by carefully curating a range of clothing, accessories, beauty and home goods Soft Surroundings excels in providing an effortless shopping experience. For more information please visit [www.softsurroundings.com](http://www.softsurroundings.com).