



Abundant Natural Health to gain shelf presence in major Australian API pharmacy chains: Priceline, Soul Pattinson and Pharmacist Advice

ASX Announcement

21st January 2019

Highlights

- **Abundant gains acceptance for its skincare products to be stocked, ranged and promoted in-store and online through the networks of pharmacy operator and distributor Australian Pharmaceutical Industries Ltd (ASX: API)**
- **Abundant and API to make ANH's high-purity magnesium portfolio SKUs available to all pharmacies within API's network, including Priceline Pharmacy, Soul Pattinson Chemist and Pharmacist Advice**
- **First sales anticipated in H1 of CY19, with scope identified to broaden this distribution channel to cover ANH's full range of nutraceutical products**

Abundant Natural Health (ANH)

Bio-intellectual property developer Abundant Produce Ltd (ASX: ABT, "Abundant" or "the Company") is pleased to provide a business development update for its skin care segment, Abundant Natural Health (ANH).

Following an eleven-month marketing and testing campaign supported by HealthOne, ANH's sales partner in the healthcare channel, the Company is pleased to announce a significant new distribution channel in the Australian pharmacy market.

ANH has gained acceptance for its magnesium products to be stocked and ranged in-store and online across the networks of Australian Pharmaceutical Industries Ltd (ASX: API).

API is a leading wholesale distributor to more than 2,000 pharmacies across Australia, and is the operator of Priceline Pharmacy (more than 460 stores across Australia), Soul Pattinson Chemist and Pharmacist Advice.



Abundant Natural Health's company manager, Shanan Birkin, said:

"We are delighted to have such a strong new partner in the pharmacy channel stock and sell our innovative skincare product range."

“Australian domestic acceptance is important to our business, not only for the sales, but also as a base of credibility and recognition through which we can grow sales in our targeted international markets.

“It is a credit to our products, packaging and marketing team for ANH to have received acceptance from API in this highly competitive market.”

The Company’s high-purity magnesium portfolio, which now includes our rebranded Magnesium Gel and Magnesium Spray will now become fully accessible to all pharmacies within API’s network.

The Company has identified scope to broaden this initial distribution to cover ANH’s expanding Magnesium range, following the achievement of sales milestones across its magnesium portfolio.

Ms Birkin added:

“Our magnesium range is a keystone product for ANH, attracting interest from top sellers of skincare and health products. Our new partners at API appreciate ANH’s truly authentic active natural ingredients together with a look, packaging and feel that appeals to consumers.

“To understand the market, you have to cherish your customers and deliver quality that works. ANH is building a loyal following and we work hard at communicating the magnesium message - the benefits it delivers to a broad range of people seeking relief from aches and pains, from ‘twenty-somethings’ feeling the effects of a hard workout, to octogenarians wanting to improve their quality of life.”

ANH anticipates these distribution arrangements to generate sales in the first half of CY19.

For more information, please contact:

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About Abundant Produce Limited

Abundant Produce Limited (ASX: ABT) develops agricultural intellectual property, creating superior seeds and producing skin care products based on natural vegetable extracts. Based in Sydney and Cobbitty (at the University of Sydney’s Plant Breeding Institute), Abundant breeds superior vegetable seeds for food producers, and vegetable plants for their active extracts.

Abundant specialises in breeding hybrid greenhouse vegetables with better yield, disease resistance, temperature tolerance, taste, texture, colour and shape, developing innovative products to target demand for highly productive food crops that thrive in low-tech conditions.