

ASX ANNOUNCEMENT

CELLMID'S EVOLIS® REGISTERED IN EUROPEAN UNION (EU)

- **EU registration received for the évolis® product range:** The évolis® Professional products can now be imported into all EU countries, including the UK, following receipt of comprehensive safety and compliance review against strict cosmetics regulations.
- **Distribution through large EU cosmetics retailer:** The évolis® Professional product range (all 11 SKU's) will be sold in EU member states by Cellmid's cosmetics retailer partner.
- **Immediate sales through retail partner's e-commerce:** Sales through the e-commerce platform of Cellmid's retail partner are expected to commence in 1HY20 in the EU, a large, discerning cosmetics market with relatively high disposable income, similar to the US.
- **Competitive market positioning with treatment claims:** The évolis® Professional label will retain key treatment and efficacy claims enabling competitive market positioning of the évolis® brand as natural, plant based and efficacious.

SYDNEY, Tuesday, 30 April 2019: Cellmid Limited (ASX: CDY) is pleased to advise that the Company's évolis® Professional anti-aging hair care products have been registered for sale in the European Union (EU). The registration represented the final step in a comprehensive regulatory compliance assessment of the évolis® Professional products before they could be freely sold in the UK and EU.

Key treatment and efficacy claims have been retained on the product labels during the review process, which provides for strong market positioning as efficacious products that are derived from natural plant extracts.

Cellmid has already established a partnership with one of the largest cosmetics retailers in Europe and it is expected that e-commerce sales on the partner's platform will commence in 1H FY2020.

According to industry reports, 50% of UK beauty consumers look for products made with natural ingredients and 25% of German consumers choose to buy natural products. In a discerning market such as the EU, the évolis® Professional products, based on plant extracts and with strong clinical evidence, are expected to be well positioned.

Consistent with the Company's strategic plan released to the market at the end February, the EU product registration represents yet another important milestone in the Company's plans for the global expansion of the évolis® brand.

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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 also has two wholly owned subsidiaries, Lyramid and Kinera, which develop innovative novel therapies and diagnostic tests for fibrotic diseases, cancer and ischemic diseases of the heart. Cellmid 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.