

ASX ANNOUNCEMENT

CELLMID SETS ANOTHER SALES RECORD IN Q4 FY2019

- The sales event on TV shopping channel QVC in Japan generated record sales revenue to Cellmid of \$1.14 millionⁱ
- Sales for 4Q FY2019 are expected to reach a record \$2.45 millionⁱⁱ, the highest ever quarterly result for the Company

SYDNEY, Thursday, 4 July 2019: Cellmid Limited (ASX: CDY) is pleased to advise that its second sales event this financial year on Japanese television shopping channel, QVC, delivered sales revenue of \$1.14 million for the Company, wholesale, up from \$1.1 million from a similar sales event in December 2018.

These highest ever retail sales of Cellmid's Jo-Ju® branded hair products have confirmed the brand as one of the best performers of the channel.

Cellmid is preparing to launch its new e-commerce platform for its premium product range, évolis® Professional, in Japan in July. Cellmid has seen a significant ramp up in its online performance since the launch of the new evoliss websites in Australia (www.evolisproducts.com.au) and the US (www.evolisproducts.com) in March 2019 and is confident that this success can be replicated in Japan in FY2020.

Audit of the company's accounts is currently in progress, but preliminary analysis of the results indicates that sales for the 4Q FY2019 are also at a record high of \$2.45 million (Q4 FY2018: \$1.34 million).

Cellmid CEO, Maria Halasz said, "Our recent investment in expanding our senior leadership team and building our marketing capabilities is now translating through to increased sales and new distribution partnerships. We enter FY2020 with positive operational momentum in sales growth and e-commerce expansion across Australia, the US and Japan."

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Cellmid Limited (ASX: CDY)

Cellmid is an Australian life sciences company with a consumer health business and biotech assets. 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.

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.

ⁱ Using average exchange rate for the month of June 2019 between the Japanese yen and the Australian dollar as determined by the ATO.

ⁱⁱ Using average monthly exchange rates year between the Japanese yen and the Australian dollar as determined by the ATO.