

ASX Announcement

8 August 2019

- **Mediland to launch its own branded product.**

The Directors of Mediland Pharm Limited (ASX: MPH) ("**Mediland**" or the "**Company**") are pleased to announce that Mediland is launching its own branded health and well-being products in the coming weeks.

This development comes on the back of the completion of the first stage of the Company's acquisition of Ian's Health Lounge. Mediland is now in the process of launching its own branded products through its Auckland Store and its own online platform through Ian's Health lounge.

The Company intends to launch the following products by end of this month:

- Detox Premium – for liver health
- PlacentaVigor – for healthy skin and nails
- Kangaroo Energizer – for male physiology and healthy testosterone levels
- Colostrum tablets with Zinc and Iodine
- Super Black Propolis – for infection, allergies, burns, cold and flu, nasal congestion and respiratory ailments

These products will be manufactured in Australia and New Zealand and promote health and well-being for our customers.

In our Prospectus (dated November 2019), Mediland indicated that the money raised from the IPO would be used to expand our retail operations, develop an on-line platform and to deliver our own branded attractive and competitive products. We have previously announced the opening of our first New Zealand store (in Auckland) and the completion of the first stage of our acquisition of the E-commerce platform from Ian's Health Lounge. The launch of these products will fulfil our third strategy.

Our Chairman, Dr French, said "The timing for the launch of our own branded products matches well with our recent initiatives. First stage of the Ian's Health Lounge transaction is now complete, and the third and final stage is anticipated to be completed by end of October, and it will provide the ideal vehicle through which to launch our first own branded products. This provides further evidence that the Board and Management are dedicated to fulfilling our strategies as promised to our shareholders"

Below is a preview of our products:



ENDS

IR Enquiries

ir@medilandpharm.com.au

Company enquiries:

yesh.mudaliar@medilandpharm.com.au

About Mediland Pharm

Mediland Pharm is a leading retailer of cosmetics, jewellery, health, well-being and wool products, servicing the inbound Chinese tourism market in Australia and New Zealand. The Company operates three retail stores located in Australia (Sydney, Melbourne and the Gold Coast) and one in Auckland, New Zealand. Mediland partners with leading travel agents and wholesale tour operators to generate sales through exclusive customer shopping agreements.