

ASX ANNOUNCEMENT

CELLMID REPORTS ON STRONG QVC SALES EVENT

- **Strong sales result from QVC event:** The recent sales event on TV shopping channel QVC Japan generated wholesale revenue of \$1.19 million¹ for Cellmid's Jo-Ju® branded consumer products
- **Improvement on prior year:** The result is higher than the \$1.14 million in June 2019 and the \$1.13 million achieved in December 2019 at the same events
- **New TV shopping geographies:** Our consumer health products are now sold on television shopping channels QVC Germany and QVC US and on Openshop in Australia, in addition to QVC Japan
- **Maintain consumer health guidance:** We expect consumer health sales in FY2020 to be similar to FY2019, in line with our latest guidance².

SYDNEY, Tuesday, 16 June 2020: Cellmid Limited (ASX: CDY) is pleased to advise that the sales event on 12 June 2020 on Japanese television shopping channel QVC delivered wholesale revenue of \$1.19³ million for the Company ("Today's Special Value" or TSV event). This result is slightly higher than the \$1.14 million achieved on the TSV event in June 2019, and higher than the last TSV event in December 2019 of \$1.13 million.

Cellmid's consumer health business, Advangen, delivered \$7.34 million revenue in FY2019. The Company has since been broadening its distribution channels and improving business efficiencies. With economies affected by COVID-19 now re-opening in the key markets of Japan, Australia, USA and China, the Company is well placed to improve its performance going forward.

Television shopping remains the best performing sales channel for the Company's products. Sales in Australia through Openshop (channel 75) have been gradually increasing since the launch in October 2019. The Company also launched its évolis® Professional products on QVC Germany in March, and QVC USA in May 2020. Consistent with previous years, over 80% of the Company's revenue is expected to come from its consumer business in FY2020.

Cellmid CEO, Maria Halasz said, "We are pleased to report such an outstanding sales result for our Japanese Jo-Ju® branded products, especially under adverse economic conditions due to the COVID-19 pandemic. We have implemented operational efficiencies, opened new sales channels and product lines in the past few months, which we expect will impact favourably on our results in FY2020 and beyond."

¹Using average exchange rate for the month of June 2019 between the Japanese yen and the Australian dollar as determined by the ATO.

² See ASX announcement 21 May 2020, and subject to audit and final adjustments for currency exchange rates

³ Unaudited, as reported by QVC Japan on Friday, 12 June 2020.



Approved for release by the Board of Directors.

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Cellmid Limited (ASX: CDY)

Cellmid is an Australian life sciences company with a consumer health business and biotech assets. Advangen Limited 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 further information, please see www.cellmid.com.au and www.evolisproducts.com.au. Cellmid's wholly owned subsidiary, Lynamid, develops innovative novel therapies and diagnostic tests for age related diseases including inflammatory and autoimmune conditions. Most recently, the Company commenced sale of rapid tests for SARS-CoV-2.

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.