



## ASX ANNOUNCEMENT

### CELLMID RECEIVES FIRST ORDER FROM CHINESE DISTRIBUTOR

**SYDNEY, Monday, 25 January 2021: Cellmid Limited (ASX: CDY)** wishes to advise that it has received the first order from Ourui Health Management Limited (OHM) pursuant to the distribution agreement signed on 14 December 2020 for the sale of Jo-Ju® and Lexilis® products in China (ASX announcement 14 December 2020).

The first order has been received for 66,000 bottles of Jo-Ju® shampoo to be delivered in bulk, as no import permit has been received for the fully finished shampoo yet. These will be packaged in China at OHM's costs. An order has also been placed for 18,672 bottles of fully finished Jo-Ju® lotions with import permit. The order will be delivered in February and April 2021 and has a combined revenue of \$530K which is paid before and will accrue on delivery.

As advised in the announcement on 14 December 2020 Cellmid has signed, via its subsidiaries Advangen Limited and Advangen Inc. (Japan), an exclusive master distribution agreement with Ourui Health Management Limited for the distribution of its Japanese, Jo-Ju® and Lexilis® branded, anti-aging hair and skincare products.

This is the first order, and part of the 500,000 unit order requirement for the first twelve months of the contract. It is anticipated that approximately half of the first-year orders will be received in October 2021, in preparation for the largest shopping day in the Chinese retail calendar (Singles day, 11/11). Minimum purchase orders increase to 1,000,000 units in year two and double digit (percentage) annual increases thereafter.

Approved for release by the Board of Directors of Cellmid.

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#### **Cellmid Limited (ASX: CDY)**

Cellmid is a health and beauty-tech business growing shareholder value through the global distribution and sales of its proprietary brands of differentiated, clinically validated longevity and anti-aging solutions. Advangen Limited is Cellmid's wholly owned subsidiary engaged in the development and sale of first in class, best in class, clinically validated products for hair, skin and body. For further information, please see [www.cellmid.com.au](http://www.cellmid.com.au) and [www.evolisproducts.com.au](http://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.