



ASX Announcement  
7 September 2017

## **EAGLE HEALTH & AMKA SIGN HEADS OF AGREEMENT DURING BRICS IN XIAMEN TO FOCUS ON AFFORDABLE NUTRITION IN CHINA & AFRICA**

**Eagle Health Holdings Limited (ASX: EHH) ("Eagle Health" or "Company")** pleased to announce that during the auspicious 2017 BRICS conference Eagle Health and major shareholder, AMKA Products Ltd, met at Eagle Health's Xiamen Manufacturing facility to review the exciting new product innovation plans for China and Africa and sign a Heads of Agreement, setting in place their long term commitment of collaboration.

Eagle Health Company founders Zhang Ming Wang and Ms Chen met with AMKA CEO Haroon Kalla and Chairman Nizam Kalla to review current innovative projects and further drive their accelerated China health products program.

The two immediate key areas of focus for China are products to support Type 2 diabetes sufferers and a unique healthy online integrated vending program to make healthy supplements that Eagle Health has sourced from AMKA and Australia more affordable and more accessible for more consumers.



*Eagle Health & AMKA signing Heads of Agreement during 2017 BRICS*

Eagle Health estimates that in 2018 there will be over 120 million men and women in China suffering from Type 2 diabetes growing to over 160 million by 2030. Increasing obesity and an ageing and growing population are the main drivers of this alarming trend that is particularly prevalent in urban China.

Eagle Health's strong pharmacy and supermarket distribution footprint in urban China means that the Company is well positioned to help Type 2 diabetes sufferers make the necessary lifestyle and diet changes with the support of their Healthcare Professional.



Eagle Health and AMKA believe even stronger growth of health supplements and nutritious food is possible by expanding consumer access.

In addition to reviewing current innovative projects both companies re-affirmed their long term commitment to innovation in health through collaboration by signing a heads of agreement which defines how both companies will work together and outlines the focus areas of their collaboration.

In addition to new products both companies will collaborate on realising manufacturing synergies and emerging market strategies for accelerated market penetration and consumption growth.

The companies re-affirmed their long term commitment at the Heads of Agreement signing ceremony where South African Deputy Minister of Trade and Industry Bulelani G. Magwanishe was in attendance. The Deputy Minister commented that the relationship between the companies is a great example of the BRICS philosophy applied in real life. The focus on delivering affordable health products to emerging markets truly reflects one of BRICS core values.

**At the ceremony, Eagle Health CEO, Zhang Ming Wang, said:**

“We are honoured to have been able to re-affirm our commitment during the BRICS Xiamen meeting and to have such esteemed officials join us at Eagle Health. We are very excited about the future of our collaboration and look forward to building this into an enduring and mutually profitable relationship.”

**About Eagle Health Holdings Limited**

Eagle Health Holdings Limited is a vertically integrated nutritional products business that aims to help people live healthier lives by developing, manufacturing, marketing and distributing a range of health food products and nutritional and dietary supplements under its own brand in China. The Company distributes its products through a broad range of channels, including pharmacies, health food stores, trading companies, supermarkets and online channels, covering 23 provinces and autonomous regions throughout China.

For more information visit: <http://www.eaglehealthltd.com/EN/index.aspx>

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