



ASX Announcement
31 October 2017

EAGLE HEALTH COMMENCES PRODUCTION DEVELOPMENT FOR DIABETES PRE-MEAL SHAKE

Eagle Health Holdings Limited (ASX: EHH) (“Eagle Health” or “Company”) is pleased to announce that as part of its strategy to leverage efficacious, clean green Australian ingredients and brands into the China market, the Company has placed its first order with **Omni Innovation (“Omni”)** for the supply of the Australian developed and clinically proven diabetes pre-meal shake core ingredient.

Eagle Health will exclusively manufacture, market and distribute Omni’s clinically proven pre-meal shake product for Type 2 diabetes and Pre-Type 2 diabetes throughout mainland China through the Company’s extensive network of pharmacies and other retail outlets.

Eagle Health will begin its national roll-out in Xiamen, the Company’s home city, in December 2017. Xiamen recently became the ninth city in the world to launch the Change Diabetes Project (“Project”). The Project will study current incidence of diabetes in Xiamen, raise the awareness of the urban residents about diabetes and assist the community to better jointly cope with the challenges of diabetes.

Yao Guanhua, Director and Party Secretary of the Xiamen Municipal Health and Family Planning Commission, said:

“The Project will provide information, decision support and intellectual support for the comprehensive prevention and treatment of diabetes in Xiamen.

“The Project will promote medical resources to patients and go to the grass-roots level to achieve true medical integration.”

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. An aging and growing population and increasing obesity are the main drivers of this alarming trend that is particularly prevalent in urban Chinese locations.

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 and this product.

Mr Zhang Mingwang, Managing Director of Eagle Health, said:

“We are honoured to be able to provide Type 2 diabetes sufferers in China such a world class and clinically validated solution to support them in their lifestyle intervention in order to manage this serious national health issue.

“Xiamen is our home city and the local authority focus on diabetes means Xiamen is a perfect place for us to begin our journey.

“We know that Chinese consumers and their Healthcare practitioners will recognise Omni’s clinical effectiveness and the high quality product developed in Australia and now produced by the trusted Eagle Health Brand.”

The product will be sold in Pharmacies and Supermarkets in China at an affordable price to ensure maximum reach of sufferers.

**About Omni Innovation**

Omni Innovation creates unique and specialised medical nutrition products that can be used by people with chronic and lifestyle diseases. Omni's products are independently validated and supervised by Omni's expert collaborator network to ensure that customers have safe, effective and clinically tested products that provide benefit with scientific backing.

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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