



ASX Announcement
7th December 2017

EAGLE HEALTH BEGINS SHIPMENT OF NEW DIABETES PRODUCT, AND OPENS DIABETES EDUCATION & EXPERIENCE OUTLETS

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 begun shipping the Australian developed and clinically proven diabetes pre-meal shake in Xiamen and opened four diabetes education and experience stores.

Eagle Health exclusively manufactures, markets and distributes the Australian 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.

Following the Company’s board meeting at Eagle’s Xiamen office on 29th November 2017, the Eagle Health Australian and Chinese Board members reviewed marketing initiatives prior to launch.

Eagle Health began its national roll-out in Xiamen, the Company’s home city, on 1st December 2017 and opened four diabetes education and experience outlets in Xiamen to engage directly with consumers and ensure ongoing establishment of consumer insights.

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.”

According to the International Diabetes Federation (IDF) 2017 Diabetes Atlas China has 114.4 million people with diabetes, projected to increase to 119.8million in 2045. IDF estimate an additional 6.1 people are undiagnosed, the highest globally. 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 diabetes education and experience outlets and strong pharmacy & 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 the 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 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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