

14 February 2018

Omni Innovation: Update by Eagle on Chinese Rollout

EVE Investments provides for your information a copy of a release made by Eagle Health Holdings (ASX:EHH) yesterday regarding an update on its activities in rolling out its pre-meal drink into the Chinese market. Omni Innovation, a medical technology company focused on medical nutrition and in which EVE has a ~40% interest, has a licence agreement in place with Eagle Health for the manufacture and distribution of its pre-meal drink for people with Type 2 diabetes and pre-diabetes.

About Omni Innovation

Omni Innovation creates unique and specialised medical food 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 (ASX: EHH) 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.

About EVE Investments

EVE Investments is an Australian Securities Exchange Listed Investment Company that invests in technology companies. With a preference for companies that have global scale, EVE is an investment partner that wants to help build ground breaking and enduring technology.

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For more information:

Ben Rohr
Investment Director
+61 8 6465 5500
benr@eveinvestments.com.au



ASX Announcement
13 February 2018

EAGLE HEALTH PRESENTS ANNUAL AWARDS RECOGNISING EARLY SUCCESS IN BATTLE AGAINST DIABETES IN CHINA

Eagle Health Holdings Limited (ASX: EHH) ("Eagle Health" or "Company") is pleased to announce the Company's 2017 Sales Recognition Awards were held on 10 February 2018 to celebrate the progress of Eagle Health's Australian, clinically proven, pre-meal shake product for Type 2 diabetes and Pre-Type 2 diabetes ("Hutang 1") and the Company's strong plans for 2018, as management, staff and dignitaries joined together to celebrate Chinese New Year ("CNY").

The Awards celebrated the successful product launch of Hutang 1 on 1 December and the official opening of four diabetes Education and Experience stores ("stores") throughout Xiamen, China. The Company's dedication to the engagement and education of consumers about the risks, prevention and management of diabetes has seen these stores visited by an average of 280 diabetes patients on a daily basis since the opening.

The Australian clinically tested Hutang 1 the product will be sold in pharmacies, supermarkets and on-line in China at an affordable price to ensure maximum reach of diabetes and pre-diabetes sufferers.

In his address to staff as they prepared to celebrate CNY, **Mr Zhang Mingwang, Managing Director of Eagle Health, said:**

"It is a great honour for all of us at Eagle Health to be able to provide a world class and clinically validated solution for Type 2 diabetes sufferers in China to support them in their lifestyle intervention in order to manage this serious national health issue.

"Xiamen is Eagle Health's home city and with the local government's focus on diabetes it means Xiamen is the perfect place for us to launch our product Hutang 1.

"With our new high speed production line now fully operational we are well poised to deliver the sales targets we expect in 2018, and continue to roll-out to our distribution network immediately after the Chinese New Year holiday.

"We know that Chinese consumers and their Healthcare practitioners recognise Hutang 1's clinical effectiveness and this high quality Australian-developed product, which is now being produced by the trusted Eagle Health Brand."

In addition to the opening of the stores in December, Eagle Health's in-field counsellors and nursing staff have issued over 200,000 information leaflets and provided diabetes counselling services to over 3,600 patients across neighbourhoods in Xiamen. In addition, the Company has been investing in large-scale outdoor advertising, television and newspapers, announcing the launch of Hutang 1.

According to the IDF Diabetes Atlas – 8th Edition, there are 114.4 million people with diabetes in China in 2017 and this is projected to grow to as high as 149.7 million by 2045. It is further estimated that there was an additional 110.7 million people with impaired glucose tolerance, considered to be pre-diabetic or at risk of diabetes, across China in 2017.



Eagle Health staff attending the Company's 2017 Annual Sales Awards

About Eagle Health Holdings Limited

Eagle Health is an ASX listed vertically integrated health and nutritional products business which develops, manufactures and distributes products into 26 provinces in China. Eagle Health produces a range of traditional Chinese medicine and Western nutritional products including amino acids, protein supplements, lozenges and dendrobium oil. Eagle Health has a GMP certified manufacturing facility and a Head Office in Xiamen, China acting as a central hub for distribution into Chinese pharmacies, health food stores, trading companies and supermarkets. Eagle Health has a corporate and sales office in Melbourne, Australia. Eagle Health has a stated strategy of acquiring or partnering high quality Australian products for distribution into in China and in 2017 a pre meal shake for Type 2 diabetes was licensed from Omni Innovation in Australia.

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

For further information please contact:

Justyn Stedwell, Company Secretary
Eagle Health Holdings Limited
T: +613 8593 7378

David Allen / John Granger
Hawkesbury Partners
T: +61 2 9103 9494
E: dallen@hawkesburypartners.com

Rod North, Managing Director,
Bourse Communications Pty Ltd
T: +613 9510 8309, M: +61 408 670 706,
E: rod@boursecommunications.com.au