



Eagle Health Holdings Limited

ASX Announcement
23 May 2018

New Traditional Chinese Medicine preparations

Eagle Health Holdings Limited (ASX: EHH) ("Eagle Health" or "Company") is pleased to announce that after approximately two years of development and regulatory approvals with Fujian Province CFDA* they will launch a new modern range of Traditional Chinese Medicine (TCM) products to be sold only in pharmacies including Eagle Health's own stores and their ~300 strong pharmacy distributor channel.

Eagle's TCM presentations, sourced "in the wild" from natural growing locations in China, are dried prepared and packed at Eagle's CFDA certified plant in Xiamen. The initial range of ten products will include Eagle's unique Dendrobium product, one of the only certified organic CFDA approved Dendrobium product available in China.

Eagle has CFDA approval to manufacture and market a range of 50 TCM medicines which will be rolled out over the next three months. Respecting their origins and consumer preference to integrate TCM into their everyday life, these products can be included in food preparations or taken directly as directed by their Pharmacist.



Zhang Ming Wang, CEO Eagle Health said "in August 2016 the CPC Central Committee approved the "Health China 2030 Plan", upgrading Traditional Chinese Medicine to a national strategy for China. In addition, the 13th five-year plan of the Peoples Republic of China has provided clear direction and funding for accelerated development of Traditional Chinese Medicine, paving the way for accelerated growth in this category. Whilst western vitamins and medicines continue to be popular in China, we believe that with the support of our Central Committee our Traditional Chinese Medicines with therapeutic claims approved by CFDA* are a future high growth category in China. Eagle is well poised to benefit from this growth."



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* (CFDA is now State Administration for Market Regulation or SAMR)

About Eagle Health Holdings Limited

Eagle Health Holdings Limited is a vertically integrated consumer health and nutritional products business which develops, manufactures and distributes its product range across 26 provinces in China. Eagle Health produces a range of traditional Chinese and Western nutritional and dietary supplements including amino acids, protein supplements, lozenges and dendrobium. The Company distributes its products through a broad range of channels, including pharmacies, health food stores, trading companies, supermarkets and online stores.

For more information visit: www.auehh.com.au or www.eaglehealthltd.com/EN/index.aspx

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