



Eagle Health Holdings Limited

ASX Announcement

14th November 2018

Eagle Health signs two new distributor agreements to accelerate geographic expansion and market penetration

Eagle Health Holdings Limited (ASX: EHH) (Eagle Health or Company), a vertically integrated producer and supplier of traditional Chinese Medicine and Western nutritional products, is pleased to announce the signing of two separate cooperation agreements with Luyan Pharmaceuticals and Lianfutang Pharmaceuticals. The Company will leverage these new relationships to focus on the development of distribution and accelerated sales growth in the local Chinese market and expand its sales network to effectively promote the achievement of sales performance targets.

The signing of these two contracts is another milestone of Eagle Health's pharmaceutical distribution strategy of ongoing geographic expansion and market penetration. At the same time, with the expansion and coverage of the sales network, these relationships will strongly promote the overarching strategic plan of launching 100 stores in the next 18 months to reach proximately 570 million consumers.

Xiamen Luyan Pharmaceutical Co. Ltd, listed on the Shenzhen stock exchange (SHE Stock: 002788) is a pharmaceutical group that produces and manages health products. Luyan Medicine is one of the top 500 service companies in China, in the top 50 Chinese pharmaceutical distribution company, and one of the top 100 enterprises in Fujian Province. It has 144 direct retail outlets in Jiuda City, Fujian Province. Xiamen Luyan Pharmaceutical Co. Ltd business has been in the leading position in Fujian Province for many years and has established subsidiaries in Hong Kong, Jiangxi, Sichuan and Anhui provinces.

Xiamen Lianfutang Pharmacy is a well-known pharmaceutical retail chain enterprise with a strong consumer information and digital network management platform. Their main business includes traditional Chinese medicines, Chinese herbal medicines, chemical preparations, biochemical medicines, health products and health foods. After more than ten years of development, it now has more than 50 direct sales outlets covering nearly one million customers, staffed with competent pharmacists and various medical technicians to provide professional services to customers and patients.

Eagle Health Managing Director and CEO, Mr Zhang Ming Wang commented on the Half-Year and future outlook:

"Ongoing growth in our distributor network is a fundamental driver in geographic expansion and market penetration. We are very pleased to have formed a strong alliance with these channel leading companies."



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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 China and in 2017 a pre-meal shake for Type 2 diabetes, branded Hutang 1, was licensed from Omni Innovation in Australia.

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

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