



Eagle Health Holdings Limited

ASX Announcement

10 January 2019

Eagle Health launches new brand “Zhang Lao San”

Eagle Health Holdings Limited (ASX: EHH) (“Eagle Health” or “Company”) is pleased to announce the launch of its new brand “Zhang Lao San”.

As previously announced to ASX (see ASX announcements dated 31 May 2018 and 16 July 2018), Eagle Health is committed to its plan to open 100 Education and Experience stores across China. The Company believes that the 100 stores strategy will be better executed through the promotion of “Zhang Lao San” brand. Eagle Health will sell its own “Zhang Lao San” branded products through its direct stores which are also named “Zhang Lao San Education and Experience Store”, online platform and WeChat channel. “Zhang Lao San” is an exciting new brand designed to offer an additional category of products to complement the existing “Eagle” branded traditional health products. This strategy will allow the Company to increase its market presence and expand on its existing sales channels to cover the “over the counter” market in the regions the Company intends to penetrate.



To begin the launch, Eagle Health has developed a new health patch product (as shown in the photo above) with traditional Chinese medicine ingredients, designed to help with joint pain relief under this new brand “Zhang Lao San”.



Eagle Health Holdings Limited

Eagle Health will integrate the new “Zhang Lao San” brand into its Eagle Health group and operate on the model of “100 stores, online and WeChat” to sell health and nutritional products from Australia and China. This model will allow the Company to build on its strong presence in the health products market in China and continue to drive sustainable growth in the business.

-END

CONTACT

Steven Shao

Investor Relations

T: +61 3 8593 7378

E: steven@aeuhh.com.au

Kobe Li

Company Secretary

T: +61 3 8593 7378

E: kobeli@aeuhh.com.au

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 with 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.aeuhh.com.au or www.eaglehealthltd.com/EN/index.aspx