



Eagle Health Holdings Limited

ASX Announcement

23 January 2019

Market Update on the Rollout of “Zhan Lao San Health and Experience Stores”

Eagle Health Holdings Limited (ASX: EHH) (“Eagle Health” or “Company”) is pleased to provide an update to the market in relation to the rollout of its Health and Experience stores.

As announced previously, Eagle Health is committed to its plan to open 100 Health and Experience stores across China under the Company’s new brand “Zhang Lao San”. The Company is pleased to inform that as at 18th January 2019, a total of 50 stores have now opened across 14 provinces in China (see table 1 below for full list of locations). There is meaningful significance behind the store name and concept of “Health and Experience”. The use of the word “Health” is to keep in line with the company’s mission: *“helping people live healthier lives on their road to success”*. The use of the word “Experience” is to highlight the opportunity for the consumers to benefit from the experience of using and trying all of the Eagle Health products in the store before purchase, which will help to enhance customer experience. At the present, the stores mainly sell Zhang Lao San health patches (see ASX announcement dated 10 January 2019). The Company plans to sell additional categories of products in these stores in the future, which are expected to include Eagle Health branded products, products under the Company’s brand Australian Ecological Valley, as well as Hutang 1 products.

Table 1: List of stores opened as at 18th January 2019:

Location	Number of stores
Beijing	1
Fujian	2
Shanghai	2
Jiangsu	1
Shandong	18
Henan	6
Shaanxi	9
Chongqing	1
Hebei	2
Guizhou	1
Sichuan	4
Shanxi	1
Anhui	1
Liaoning	1

Eagle Health will continue with its store rollout plan and will provide further update to the market on the progress of the rollout. Meanwhile, Eagle Health is also building online marketing channels, in the form of internet marketing and we-chat marketing.

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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 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