



Eagle Health Holdings Limited

ASX Announcement

13 May 2019

Market Update on the rollout of “Zhang 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 100 stores rollout of its Health and Experience stores.

In January 2019, the Company advised shareholders that it had completed 50% of store rollout strategy (opening more than 50 direct stores in 14 provinces in China).

Eagle Health is now pleased to advise, as of 12th May 2019, the Company has completed the 100 stores goal, 100 Zhang Lao San stores have now been opened in different regions of China. The newly opened stores are located in 8 provinces and autonomous regions in China. Zhang Lao San now has a footprint in 16 provinces in China.

Location	Number of stores opened by Jan 2019	Number of stores opened between Jan - May 2019
Beijing	1	-
Fujian	2	9
Shanghai	2	-
Jiangsu	1	-
Shandong	18	4
Henan	6	-
Shaanxi	9	6
Chongqing	1	-
Hebei	2	-
Guizhou	1	-
Sichuan	4	6
Shanxi	1	-
Anhui	1	11
Liaoning	1	2
Yunnan	-	5
Zhejiang	-	7

Eagle Health’s “Zhang Lao San” health experience store size generally covers an area of 50-100 square meters. Each store location is close to large mature residential communities, or a place with high foot traffic, ideally serving a population of 50,000-80,000 people within 3-5 km. The number of visitors is expected to be 50-100 person/day. Using social media contacts, local promotion, client referrals, and the reputation of Eagle Health, it is expected that store's revenue will gradually increase. Each store sells Zhang Lao San branded products and Eagle Health branded products.

Each store manager and some support staff have attended an intensive training program at Eagle Health’s factory in Xiamen. IT systems and Wechat networks are now in place to support each store manager and their growth plans.



Eagle Health Holdings Limited

In a rapidly developing market, Eagle Health will constantly refine Zhang Lao San marketing plans, store promotions, operating efficiencies and closely monitor sales performance.

The Company plans to continue to open stores in targeted regions throughout China to build brand awareness and sales performance.



Recently, Mr. Andrew Smith, Director of Eagle Health Holdings Limited, went to Shaanxi province and other provinces and cities in China. Accompanied by local sales, Mr. Smith visited a number of "Zhang Lao San" health experience stores. Eagle Health now has 15 direct-operated stores in Shaanxi province.

-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.

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