



Press release

21 March 2016

BWX UPDATE

Melbourne, Australia – BWX Limited (ASX: BWX) is pleased to announce that Holland and Barrett, one of the UK's leading health retailers are soon to stock Sukin's Supergreens and Oil Balancing ranges.

Holland and Barrett currently retail a selection of Sukin's core range of products in 142 of their leading stores, the success of which has led to the opportunity for the Supergreens and newly introduced Oil Balancing products to be ranged.

The products will begin rolling out to approximately 700 Holland and Barrett retail outlets during April and represents a step change in the level of our business in the UK.

BWX Chief Executive Officer, Mr John Humble, said "This is a great example of the work our team have been doing to build a diverse, robust and sustainable export business across a number of markets."

Further to the success in Holland and Barrett UK, the Company's China strategy continues to progress as planned towards a ramp up in Q4 16 and throughout FY17.

After an extensive due diligence process, the Company now has several agreements in place with export partners to supply a number of the key Chinese based e-commerce platforms. The Company is currently in the process of establishing Flagship stores on both JD.com and Tmall, two of the world's largest online retailers.

Mr Humble said "We expect having these two Flagship stores will provide the opportunity to dramatically increase our brand awareness in mainland China and whilst the Company's domestic business is growing strongly, we believe it is important for BWX to continue this multipronged approach to exports as evidenced by the UK and China developments."

The Company has continued its investment in both people and product and has recently made several key appointments in both Sales and Marketing to support this strategy. Headlining these is Mr Dean Roberts who has been appointed to General Manager of BWX brands.

Mr Roberts joined the Company mid last year to drive business development primarily in the Company's Sukin brand, and has been instrumental in the accelerated growth in sales and developing the forward vision for Sukin.

Mr Roberts takes the helm from Alison Goodger who is leaving the Company in advance of the birth of her third child. Mr Humble said "I would publically like to not only wish Alison all the very best for this next exciting phase of life but to thank her for the manner in which she has worked with the

management of BWX Limited over the past year to ensure that the Sukin brand is best placed to take advantages of the many exciting opportunities that lie ahead.”

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About BWX

ASX listed, BWX Limited is a vertically integrated developer, manufacturer, distributor and marketer of branded skin and hair care products with an emphasis on the natural segment of the beauty and personal care market.

The company owns, produces, and distributes under the Sukin, DermaSukin, Uspa, Edward Beale, and Renew Skincare brands.

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