



News release
18 March 2016

***Maxigesic* to carry Gold Cross logo of the Pharmacy Guild of Australia**

Australia and New Zealand pharmaceutical company, AFT Pharmaceuticals, has today announced that specific 24 tablet packets of its *Maxigesic* analgesic will soon carry the Pharmacy Guild of Australia's 'Gold Cross' logo.

Founder and Managing Director of AFT Pharmaceuticals, Dr Hartley Atkinson, says he is delighted with the partnership with the Guild.

"For decades, Australians have associated the Gold Cross with trusted advice and support from community pharmacies. For the Guild to extend the logo to *Maxigesic* is fantastic because it's an instantly recognisable mark of quality," said Dr Atkinson.

Maxigesic provides double-action relief from a wide range of pain using a patented combination of Paracetamol and Ibuprofen. An important point of difference is that the product is free of any codeine.

Dr Atkinson says that being codeine-free has undoubtedly been a factor in the success of *Maxigesic* in Australia in light of concerns expressed by a number of medical professionals about the risks of dependence from codeine-based painkillers.

Trevor Clarkin, General Manager, Gold Cross Products & Services Pty Ltd, a fully owned subsidiary of The Pharmacy Guild of Australia, outlined that the company was pleased to have entered into an endorsement agreement for *Maxigesic* with AFT Pharmaceuticals.

"The endorsement is testament to the quality and value the product has built in Australian community retail pharmacy. We congratulate Hartley Atkinson and his team and look forward to a long and rewarding partnership together," Mr Clarkin added.

Dr Atkinson says that the partnership further illustrated the company's desire to deliver on what was signalled in the Product Disclosure Statement as part of AFT's float on the NZX and ASX Main Board last year.

"Australia is our biggest market for *Maxigesic* and we expect this partnership to help deliver a significant boost in its sales. Additional revenues from the deal will largely be reinvested in raising *Maxigesic* brand awareness across Australia. We've also just ticked over licensing and distribution deals for *Maxigesic* in 98 different countries. So today's announcement is just another example of AFT getting the runs on the board really."

Dr Atkinson says he anticipates *Maxigesic* packs carrying the Gold Cross logo to start appearing in Australian pharmacies from June.

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Contact:

Malcolm Tubby
Chief Financial Officer
AFT Pharmaceuticals Ltd
Phone: +64 9 488 0232 (x703)
Mobile: +64 21 36 88 69
Email: malcolm@aftp pharm.com