



12 July 2016

## ASX ANNOUNCEMENT

# Holista Sets Up Joint Venture To Promote Low-GI White Bread And Baked Products In North America

**Holista CollTech Limited** ("Holista") is pleased to announce that it has entered into a joint-venture partnership with Nadja Foods LLC ("Nadja Foods") – headed by celebrity food expert, Nadja Piatka – to promote its low-GI reducer for white bread and baked products for North America.

Holista and Nadja Foods have formed a 51-49 joint venture, Holista Foods ("Holista Foods"). Nadja Piatka – a former guest on the Oprah Winfrey show and baked goods supplier to major food chains such as McDonald's and Subway – will assume the post of CEO at Holista Foods with Dr. Rajen Manicka taking up a board seat.

Holista announced on 12 January 2016 a breakthrough natural formula which, when added to white flour, dramatically reduces blood sugar levels without changing the taste or texture of the final product. It recorded a Glycemic Index ("GI") reading of 53 in tests at the University of Sydney, the lowest-ever recorded for a "clean-label" white bread.

Holista also achieved a GI reading of 48 for muffins – the lowest-ever clean-label reading for this product category – at GI Labs, a nutrition research organization in Toronto, Canada.

Leveraging Nadja Piatka's established reputation and network, Holista Foods will develop and market healthy low-GI baked goods for distribution to fast food companies, retailers, schools and hospitals. Its range of products currently includes white bread, muffins, croutons and brownies.

Holista had announced on 3 March 2016 that Nadja Foods will be the exclusive distributor in North America for its clean-label muffins, an arrangement which was extended on 6 April 2016 to include brownies, bagels and croutons.

Founded in 1992, Nadja Foods is a leading healthy food supplier for food chains and retail stores under private-label and branded products. Its customers have included McDonald's Canada and Subway Restaurants in the U.S. and Canada. Its Cranberry Orange fat-reduced muffin has been a McDonald's Canada menu mainstay for more than 20 years.

Baked goods are the top source of high-GI foods in the modern diet. GI values indicate the rate and level at which different carbohydrate-based foods increase blood glucose and insulin. High-GI foods are rapidly and easily converted to sugar, causing spikes in blood sugar levels that lead to heart disease, diabetes and obesity over time.

Medical and food science experts are increasingly concerned that rising consumption of white flour-based products in the U.S. – which has high obesity rates – may lead to a health pandemic known as “metabolic syndrome”. Symptoms include obesity, Type-2 diabetes and heart disease.

According to market research by Statistica, the baked goods market in North America is estimated at US\$37 billion and growing at 2% a year.

Nadja Piatka, Founder and CEO of Nadja Foods, said: “Consumers are more educated on making healthy food choices and are waiting for products to meet this demand. As the low-GI movement gains traction, Holista’s low-GI reducer will revolutionize North America’s food industry without compromising taste and quality. After collaborating with Holista the last few months, I am honoured to launch Holista Foods and lead it as CEO.”

Dr. Rajen Manicka, Chairman and CEO of Holista, said: “We are excited by this landmark partnership cements our strategic positioning in North America, the world’s largest market for baked goods. As a trusted brand and a preferred supplier to the world’s biggest food companies Nadja Foods is the best advocate of our low-GI products.”

For more information on PANATURA® GI, please visit: [www.low-gi.net](http://www.low-gi.net).

To view Nadja’s feature on the Oprah show: <http://www.holistaco.com/oprah/>.

Jay Stephenson

**COMPANY SECRETARY**

### **About Holista CollTech Ltd (HCT)**

Holista CollTech Ltd (“Holista”) is a research-driven biotech company and is the result of the merger of Holista Biotech Sdn. Bhd. and CollTech Australia Ltd. Headquartered in Perth with extensive operations in Malaysia, Holista is dedicated to delivering first-class natural ingredients and wellness products and leads in research on herbs and food ingredients

Holista, listed on the Australia Securities Exchange, researches, develops, manufactures and markets “health-style” products to address the unmet and growing needs of natural medicine. It is the only company to produce sheep (ovine) collagen using patented extraction methods, and is on track in nanonising and encapsulating liposomes for the ovine collagen. Holista has suite of ingredients that is capable of serving the industry to provide low-GI baked products, low sodium salt, low fat fried foods and low calories sugar without compromise in taste, odor and mouth feel.

For more information on Holista: [www.holistaco.com](http://www.holistaco.com).

### **About Nadja Foods**

Nadja Foods supplies great-tasting healthy snacks and desserts to the food service industry, restaurant chains and retail stores under private label and brand products. Customers have included Subway Restaurants®, McDonald’s®, Sodexo®, Wegmans®, Price Chopper, Tops, Schools, Healthcare facilities and others. Manufacturing facilities are located in the U.S. and Canada. [www.Nadjafoods.com](http://www.Nadjafoods.com)

Nadja Piatka is founder and President of Nadja Foods, the Ultimate Girls Getaway and the author of two bestselling books. As an unemployable single mother, she baked muffins and brownies at home and tested them on her two teenage children. Soon after, she was selling homemade goods to local coffee shops. As her customer base grew, she commissioned a local bakery to outsource and deliver her products. Her business grew from a US\$100 investment started from her kitchen to an international supplier to the global food industry.

Nadja Foods' reputation for producing great tasting healthy food resulted in the creation of innovative successful products for leading fast food restaurants – McDonald’s and Subway. Nadja has appeared on many TV shows, including the Oprah Winfrey Show and The Big Idea with Donny Deutsch.

**For further information, please contact:**

### **Corporate Affairs & Business Opportunities**

Dato Dr Rajen M: [rajen.m@holistaco.com](mailto:rajen.m@holistaco.com)

General Enquiries: [enquiries@holistaco.com](mailto:enquiries@holistaco.com)

### **Australia**

Suite 12, Level 1,

11 Ventnor Avenue

West Perth, WA 6005

**P: +61 8 6141 3500 F: +61 8 6141 3599**

**Malaysia**

12th Floor, Amcorp Trade Centre, PJ Tower  
No. 18, Persiaran Barat off Jalan Timur  
46000 Petaling Jaya, Malaysia  
**P: +603 7965 2828; F: + 603 7965 277**

**Media and Investor Relations Enquiries:**

**WeR1 Consultants Pte Ltd**

3 Phillip Street #12-01  
Singapore 048693

Ms Rachael De Foe; [rachaeldefoe@wer1.net](mailto:rachaeldefoe@wer1.net)

Ms Sophia Halim; [sophiahalim@wer1.net](mailto:sophiahalim@wer1.net)

**P: + 65 6737 4844**