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ASX ANNOUNCEMENT

CELEBRITY COOK AND AUTHOR NADJA PIATKA ADDS BROWNIES, BAGELS AND CROUTONS TO LIST OF HEALTHY LOW-GI BAKED GOODS FOR NORTH AMERICA, EXTENDING PARTNERSHIP WITH HOLISTA COLLTECH LIMITED

Holista CollTech Limited ("Holista") is very pleased to advise that Nadja Foods LLC ("Nadja Foods"), founded by celebrity cook Nadja Piatka, will develop and distribute healthy brownies, croutons and bagels using its proprietary clean label low-glycemic index ("low-GI") mix for the United States and Canada.

Holista is extending the scope of its exclusive arrangement with Nadja Foods, whose founder Nadja Piatka – a former guest on the Oprah Winfrey show and supplier of baked goods to major food chains such as McDonald's and Subway.

Their agreement follows Holista's announcement on 3 March 2016 that Nadja Foods will be the exclusive distributor in North America for muffins using Holista's "clean label" formula. The mix – comprising extracts of okra (ladies' fingers), dhal (lentils), barley and fenugreek – can be added to white flour to dramatically reduce blood sugar levels without changing the taste or texture of the final baked product.

The mix recently recorded a GI reading of 53 in tests at a leading university in Sydney – the lowest ever recorded for a "clean label" white bread. Australia Securities Exchange-listed Holista also achieved a GI reading of 48 for muffins – also the lowest ever for a clean label version – at GI Labs, a nutrition research organization in Toronto, Canada.

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 over time to heart disease, diabetes and obesity.

Nadja Foods will develop low-GI brownies, bagels and croutons for distribution to fast food companies, retailers, schools and hospitals. According to market research by Statista, U.S. retail sales of baked goods for the year ending 14 June 2015 are USD22.15 billion to date. Bagels constitute 2.2% while Brownies and Dessert bars together form another 1.6%. In a Nielsen survey last year, USD160.8 million worth of croutons were sold in the U.S.

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 – is leading to a potential health pandemic known as “metabolic syndrome”. Apart from obesity, symptoms include Type 2 diabetes and heart disease.

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 as well as 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. The company supplied brownies to Subway for 14 years in the United States and Canada.

Dr. Rajen Manicka, Holista’s Chairman and CEO, said: “Bagels, brownies and crouton products are growing at a faster rate than other baked goods. We are increasing our collaboration with Nadja Foods with a fresh deal that centers on Nadja Piatka’s claim to fame: low-fat brownies featured on the Oprah Winfrey show. Nadja is trusted by the U.S.’ biggest food companies and is the best advocate of our low-GI products in North America.”

Nadja Piatka said: “I started 23 years ago with an idea of healthy but good-tasting muffins and brownies. I then worked on great-tasting low-fat alternatives. It was tough but very satisfying to be included on the menus of large, established fast food suppliers. As more and more information becomes available, the next big thing is the low GI movement. I am pleased to get behind it. We have created some prototypes in our Alberta facility and are impressed with the impact of Holista’s low-GI reducer, which is completely invisible in terms of taste, mouth feel and odor.” For more information on PANATURA® GI, please visit: www.low-gi.net.

To view Nadja’s success with her brownies as featured 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 Australian Stock 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 glycemic index 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.

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

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

Nadja Foods' reputation for producing great tasting healthy food resulted in the creation of innovative successful products for two of the world’s 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

General Enquiries: 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

Ms Sophia Halim; sophiahelim@wer1.net

P: + 65 6737 4844