



ASX ANNOUNCEMENT

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Sunnya Pty Ltd taps a new market segment with the launch in May 2019 of new premium milk product, Neurio Middle-Aged Formulated Nutritional Powder with Lactoferrin.

- Continued innovation with new premium nutritional product, extending into a new middle-aged market segment.*
- The product will launch in mid-May in Australia, China, Korea, and Hong Kong, with negotiations underway in Japan and Vietnam.*
- Taps into the growing middle-aged population in China and other countries.*
- The new range will be sold throughout Sunnya's extensive network of distributors, which includes retail outlets and cross-border e-commerce platforms.*
- A pioneering product specifically designed for people aged 40-plus with carefully selected, health-promoting ingredients.*



Jatenergy Limited is pleased to announce that its subsidiary, Sunnya Pty Ltd, will open a new market segment with an innovative premium nutritional product for the fast-growing middle-aged market in Australia, China and other Asian markets.

The product, Neurio Middle-Aged Formulated Nutritional Powder with Lactoferrin, offers a wide range of health benefits based on ingredients

carefully selected and will supplement calcium, iron, zinc as well as essential vitamins.

Sunnya's Managing Director, Daisy Lu, says: "Innovation is a key pillar supporting Sunnya's growth and success in the Australian and Chinese markets. This latest announcement

Neurio 纽瑞优
乳铁蛋白



significantly advances our reach into the Chinese market."

Strong interest from retailers

Sunnya has received strong interest from retailers across China and expects to receive orders when the product is available in mid-May 2019.

Retailers in China expected to place orders include:

- Babemax;
- Shanghai Dragon Stores;
- Gift and Daigou stores;
- Supermarkets;
- Pharmacies, such as Sinopharm, the largest medical and healthcare group, which is the world's sixth largest pharmaceutical group; and
- Many other independent maternal stores hospital stores.

The new product will be offered for sale online through:

- | | |
|--|--------------|
| • Woolworths Tmall Global
Flagship Store | • Momtime |
| • Aili Health Store (China's
largest online pharmacy) | • Beibei |
| • Taobao | • Bob Bon |
| • Tmall | • Wanwustore |
| • JD | • Easttran |
| • Kaola | • Hipac |
| • Xiaohongshu | • Seatent |
| | • Tomtop |

"We are especially excited about the enthusiastic response from retailers across Australia, China and other Asian markets to this product," Ms Lu says. "The middle-aged market is rapidly growing and people are actively searching out products that meet their needs, both online and in retail stores such as pharmacies."

Sunnya's innovation

Sunnya develops new health products and formulations to diversify into different market segments and satisfy the needs of various age groups for premium health products.

Sunnya expects its current sales network for Neurio products, well established in China through a series of valuable agreements, to expand into a variety of countries.

“Sunnya continuous innovation is driven by its deep expertise in the benefits and use of lactoferrin—a monomeric glycoprotein with immunological activity derived from milk—in health products,” Ms Lu says.

Wilton Yao
Managing Director

