



ASX ANNOUNCEMENT

1 May 2018

Non-Executive Director Appointment – Peter Charles Hughes-Hallett

Bioxyne Limited (ASX:BXN) (Bioxyne or the Company) is pleased to announce the appointment of Mr Peter Charles Hughes-Hallett as a Non-Executive Director of the Company with effect from today's date. Mr Hughes-Hallett is based in New Zealand.

Mr Hughes-Hallett has extensive experience in the direct selling markets in Asia. He was Vice President Sales for Amway Japan from July 2007 to January 2013. Amway Japan has sales in excess of US \$1 billion and over 400,000 distributors nationwide.

Mr Hughes-Hallett also held roles with Amway globally, with responsibilities in Australia and New Zealand. He commenced his direct selling career with Amway Australia in 1979 and was the National Sales Manager of Amway Australia between 1994 to 1997. He assumed the role of Country Manager of Amway New Zealand in 1997 before relocating to Tokyo to take on senior sales and marketing roles in Amway Japan in 2000. He was appointed Vice President Sales for Amway Japan in 2007.

Since returning to New Zealand in 2013, Mr Hughes-Hallett has been consulting to a number of direct selling companies.

Mr Hughes-Hallett holds a Bachelor of Business: Marketing and Marketing Management from the University of New South Wales, Australia.

The Chairman, Tony Ho commented, *"We are delighted to welcome Peter, an executive with significant expertise and extensive direct selling experience in Asia, to the Board of Bioxyne. This will augment the board's skill mix as we continue our planned rapid expansion of direct sales into China and Asian markets"*.

For more information, contact:

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