

ASX RELEASE

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Bioxyne Launches New Zealand Dairy Formula Product in South East Asia

Highlights

- Bioxyne International, Bioxyne's Direct Selling Company, launches BK18™, a New Zealand dairy based nutritional product, for the South East Asian market
- 16,000 can initial order received for BK18 from South East Asia
- Weight loss and beauty products Allura™ and BEssence™ also launched

Bioxyne Limited (ASX:BXN) is pleased to advise that following the grant of a Direct Sales Licence in Malaysia the Company has launched 3 new products for the Asian market.

The 3 new products are formulated and manufactured in the clean and environmentally green New Zealand.

NH Chua, Managing Director, commented *"in bringing these new products to market it is important to us to ensure that they have the utmost integrity and represents the best that New Zealand has to offer to Asia."*

"Our distributor base has been eagerly awaiting these products and with the infrastructure now in place we look forward to gathering sales momentum as we move into 2018."

Direct sales marketing in Malaysia, where Bioxyne recently received a Direct Sales Licence, is estimated to be US\$4 billion and is one of the fastest growing direct sales markets in Asia.

The Company is also developing direct sales business in other Asian countries, including obtaining Direct Sales Licences where appropriate. These countries include Vietnam (direct sales market estimated at US\$0.4 billion), Taiwan (direct sales estimated at US\$3.3 billion) and Indonesia (direct sales estimated at US\$1 billion).

The commencement of marketing of all products in Malaysia, has also been boosted by an initial order of 16,000 cans of BK18™ for South East Asian countries outside of Malaysia.

All Bioxyne's products are formulated from ingredients which have shown in clinical studies to provide a range of health and beauty benefits.

Bioxyne also has a good pipeline of exciting new products under development. These new products are scheduled for release in early 2018.

For further information:

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BK18 – a nutritional health drink for the whole family



BK18 is a dairy-based nutritional health drink which includes an immune boosting probiotic, and a range of key vitamins suitable for the whole family.

The dairy base of the product comes from the world-renowned dairy region of Waikato, New Zealand.

Allura – for weight loss and beauty



Allura, a weight loss product for women, contains a unique blend of soy protein isolate and New Zealand apple dietary fibre.

Allura is unique in that it also contains marine-based collagen effective for anti-ageing, hydration and wrinkle reduction.

BEssence – to reduce fine lines and wrinkles



An anti-aging serum to reduce fine lines and wrinkles.

A unique combination of New Zealand natural ingredients including plant stem cell extract and bee venom.

About Bioxyne

Bioxyne Limited (ASX:BXN) is an Australian life sciences and health products company (incorporated in 2000) with a focus on clinically effective health and wellness products particularly in the gut and immune health areas.

Bioxyne has a strategic investment in the consumer dietary supplements and functional foods markets through its proprietary probiotic, *Lactobacillus fermentum* VRI-003 (PCC®), and through an acquisition in New Zealand, now trading as Bioxyne International, the Company is further developing a range of functional food and beauty products containing ingredients sourced exclusively from New Zealand, for our direct sales channel.

Bioxyne's probiotic business is supported by a manufacturing and distribution agreement with Chr. Hansen (Denmark) a global leader in the manufacturing of natural food additives and supplements products for the food, health, pharmaceutical and agriculture industries.

Bioxyne has a distribution agreement for PCC® with Nu-Skin Enterprises (USA) a successful worldwide multilevel marketing company who pride themselves in offering only quality solutions to their customers.

For more information on Bioxyne, please visit www.bioxyne.com