



WATTLE HEALTH AUSTRALIA SIGNS WITH LEADING E-COMMERCE PROVIDER; QUALITY BRANDS INTERNATIONAL DIRECT

- **Wattle Health Australia Limited (WHA) signs agreement with Quality Brands International Direct (QBID) to provide access to major export markets via e-commerce**
- **Agreement with QBID will strengthen the strong retail distribution strategy in key markets**
- **QBID is a leading e-commerce provider predominantly in the Chinese market with more than 20 brands represented**

19 June 2018: Wattle Health Australia Limited (ASX: **WHA**) is pleased to announce it has signed an agreement with QBID to provide access to major exports via their e-commerce model. This is an important and strategic milestone for WHA which will enable the company to take advantage of the lucrative e-commerce market and further strengthen WHA's strong retail distribution strategy within those markets.

QBID is a Melbourne based company providing access to major export markets via an e-commerce model. QBID is focussed on China where it represents more than 20 brands and operates dedicated brand stores on China's major e-commerce platforms including TMall, Kaola, JD, VIP and Little Red Book, to name just a few. QBID provides full market service and builds brand support through the phenomenon that is Chinese social media including via WeChat and Weibo, providing brand experience and driving online customers to official sales outlets, both online and offline. QBID has a dedicated office in Guangzhou with a team of experts in all facets of e-commerce, social media, logistics, finance, and B2B sales.

QBID also has an office in India and a team dedicated to the growing Indian market, accessing traditional retail customers as well as the burgeoning e-commerce market.



More than 130 million online shoppers enjoy shopping in India on Amazon, Flipkart and other major platforms, where many now seek quality international brands.

Executive Chairman of Wattle Health Australia, Mr Lazarus Karasavvidis said “The agreement with leading e-commerce service provider QBID, will expose Wattle Health to the lucrative e-commerce market predominantly in China. This will enhance WHA’s strong retail strategy in both China and India with increased brand awareness and sales across both on-line and traditional retail.

Wattle Health looks forward to working with QBID and welcome their support to enable WHA to maximise the lucrative e-commerce market.”

Director of QBID, Mr John Kilborn said “The close fit between WHA and QBID in terms of business strategy, geographic focus and market access model is a very positive basis for our working together.

The desire of Chinese consumers for high quality products in this space, and Wattle’s vision and plans for new and unique product development provide exciting possibilities.

QBID are excited to now begin work on the rollout of comprehensive plans to build a major platform presence and develop key influencer support for Wattle brand products in China and India.”

ENDS

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