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Eagle Commences Marketing and Sales in China

EVE Investments (ASX:EVE), an ASX-listed technology investment company, is pleased to provide an update on Omni innovation.

Omni Innovation's Pre-Meal Drink for Type 2 diabetes and blood glucose management was licensed last year to Eagle Health (ASX: EHH). In December, marketing and sales of the product – under the brand name Hutang-1 – began in the Xiamen region by Eagle Health.

China product marketing commences in Xiamen

Eagle Health began its national roll-out in Xiamen, the Company's home city, on 1st December 2017 and opened four diabetes education and experience outlets in Xiamen to engage directly with consumers and ensure ongoing establishment of consumer insights.

Xiamen recently became the ninth city in the world to launch the Change Diabetes Project ("Project"). The Project will study current incidence of diabetes in Xiamen, raise the awareness of the urban residents about diabetes, and assist the community to better jointly cope with the challenges of diabetes. The Program for Hutang-1 supports these efforts.

Following comprehensive on the ground sales and marketing activities, including through built-for-purpose diabetes centres, outdoor events and counselling opportunities, Eagle reports strong positive signals from the market about the product and its launch.

A VR tour of one of the stores can be accessed by pasting the following link into a web browser: http://720yun.com/t/a8cj57eatm9?pano_id=8607169



Image 1: Example of indoor testing and counselling activities.

Following the Chinese New Year holiday, it is expected that this program will be expanded beyond Xiamin. It is estimated that in 2018 there will be over 120 million men and women in China suffering from Type 2 diabetes growing to over 160 million by 2030. An aging and growing population and increasing obesity are the main drivers of this alarming trend that is particularly prevalent in urban Chinese locations.

About Omni Innovation

Omni Innovation creates unique and specialised medical nutrition products that can be used by people with chronic and lifestyle diseases. Omni's products are independently validated and supervised by Omni's expert collaborator network to ensure that customers have safe, effective and clinically tested products that provide benefit with scientific backing.

About Eagle Health Holdings Limited

Eagle Health Holdings Limited is a vertically integrated nutritional products business that aims to help people live healthier lives by developing, manufacturing, marketing and distributing a range of health food products and nutritional and dietary supplements under its own brand in China. The Company distributes its products through a broad range of channels, including pharmacies, health food stores, trading companies, supermarkets and online channels, covering 23 provinces and autonomous regions throughout China.

About EVE Investments

EVE Investments is an Australian Securities Exchange Listed Investment Company that invests in medical nutrition companies. EVE is an investment partner that wants to help build ground breaking and enduring technology with a preference for companies that have global scale.

For more information, please visit www.eveinvestments.com.au and follow us on Twitter @EVEInvestments

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