

Cellmid Ltd

08:00 15 Jun 2016

Cellmid Ltd launches hair product range in Australia to drive revenue

Cellmid Ltd (ASX:CDY) has launched its Advangen evolis® Professional hair growth product range in Australia.

The range includes 13 new products all with Cellmid's unique FGF5 inhibitor hair growth technology.

Revenue from the evolis® Professional products is expected to contribute markedly to the overall Australian target in the medium term.

The Australian launch will provide insight to the planned international distribution expansion.

The product range aims to be made available to 400 hair salons nationally with sales commencing in New South Wales.

Consumer health division

Cellmid's consumer health business segment refers to its Advangen anti-aging hair care products.

Advangen has a range of FGF5 inhibitor hair growth products which are sold in Australia, Japan, China and Taiwan.

The most recent published financial results were for the 6 months ending December 2015 (H1 FY2016).

During this period, revenue increased by 108% across the consumer health division to over \$1.2 million compared with the same period last year (H1 FY2015: \$582,000).

Of the \$1.2 million revenue in H1 FY2016, Japan contributed \$950,000 and Australia contributed \$266,000.

Japan record sales

Cellmid achieved record sales of A\$558,165 for its hair growth products in Japan during April.

This strong growth will position Cellmid well to deliver on their FY2016 revenue target of \$4 million.

Sales are being driven by television infomercials through QVC, one of the largest infomercial channels with a global audience of over three billion.

Price: A\$0.5

Market Cap: A\$28.46M

1 Year Share Price Graph



Share Information

Code: CDY

Listing: ASX

52 week	High	Low
	0.8p	0.35p

Sector: Pharma & Biotech

Website: www.cellmid.com.au

Company Synopsis:

Cellmid Ltd (ASX:CDY) is listed on the Australian Securities Exchange.

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Cellmid's Japanese female hair loss product, Jo-Ju®, has become one of the highest selling brands on QVC.

An évolis® concept store in Tokyo planned to open in late CY2016.

Other Japanese retail opportunities are expected to start from the last quarter on FY2016.

Analysis

While the Australian product launch represents another opportunity for medium term growth, Japanese sales remain the key to Cellmid reaching its FY2016 revenue target of \$4 million.

Cellmid shares are up 45% over the past three months, trading at \$0.029 per share.

The rapidly growing Japanese sales model has the opportunity to be mirrored in other countries such as Australia, China and the U.S.

The Australian launch will also provide valuable insight ahead of entry into other major markets.

Upcoming events for Cellmid include:

- An évolis® concept store in Tokyo planned to open in late CY2016; and
- Distribution partnerships to expand into the U.S. before the end of FY2016.

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