

**ASX ANNOUNCEMENT**

**CELLMID REVENUE UPGRADE DISCUSSIONS BY SENIOR MANAGEMENT IN A BROADCASTED TELEPHONE CONFERENCE**

- Cellmid held a broadcasted conference call on 14<sup>th</sup> July 2015
- Senior management advised on the revenue upgrade for FY2015 and strategy for the Company's consumer health division
- Shareholders spoke live with CEO Maria Halasz, VP of Consumer Health Evan Rees and Managing Director of Advangen Japan, Koichiro Koike

**SYDNEY, Wednesday, 15 July 2015: Cellmid Limited (ASX: CDY)** held an investor briefing via a broadcasted telephone conference on Tuesday, 14<sup>th</sup> July 2015. Cellmid CEO, Maria Halasz, provided guidance on the company's preliminary results with consumer health revenue up by around 63% for the 2015 financial year at \$1.84M (FY2014: \$1.12M).

According to her presentation the growth is the result of the better than expected sales performance during 4Q2015 (\$958K) from the company's Japanese TV shopping and the Australian pharmacy businesses. Ms Halasz also discussed global plans for the consumer health business for 2016 and beyond, which include expansion through partnerships into Europe, Asia and the USA.

VP of Consumer Health, Evan Rees, presented details of the company's Australian market strategy including an expanded pharmacy distribution, hiring contract sales teams and advertising plans for FY2016. His presentation has also outlined the Company's salon retail strategy.

Managing Director of Advangen Inc., Japan, Koichiro Koike, provided insights into the Japanese and Asian markets, the company's growing number of sales channels and plans for FY2016. He has also reported on some of the promising research and development that underpins Cellmid's ongoing commercial success in hair products.

The management team has answered audience questions on the USA market, product margins, response from medical practitioners and the salon product range.

The transcript of the telephone conference can be accessed here:

<http://www.cellmid.com.au/SiteMedia/W3SVC921/Uploads/Documents/2015%2007%2014%20Investor%20Conference%20Call%20Transcript-2.pdf>

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### **Cellmid Limited (ASX: CDY)**

Cellmid is a revenue stage Australian biotechnology company with a strong product pipeline. The Company generates revenue through its consumer health business and is also developing innovative novel therapies and diagnostic tests for a number of cancer inflammatory indications. Cellmid holds the largest and most comprehensive portfolio of intellectual property related to the novel target midkine and midkine antagonists globally. The Company's most advanced development programmes involve using its anti-midkine antibodies in addition to commercialising midkine as a biomarker for the early diagnosis and prognosis of cancer. For further information please see [www.cellmid.com.au](http://www.cellmid.com.au).

### **Advangen Limited**

In 2013 Cellmid acquired Advangen Inc. (Japan), the owner of a range of FGF5 hair growth technologies and products. Since then, Cellmid's FGF5 inhibitor assets have been consolidated in its wholly owned subsidiary, Advangen Limited. Cellmid, under Advangen Limited, has continued innovation and product development in addition to actively building distribution in Australia, China, Japan and other major markets. Since the acquisition of Advangen Inc., Advangen Limited filed a number of new patent applications covering several hair growth agents including midkine, pleiotrophin and a group of novel FGF5 inhibitors.

### **Investment in life sciences companies**

There are a number of inherent risks associated with the research, development and commercialisation of pharmaceutical products. Investment in companies specialising in these activities carry specific risks which are different to those associated with trading and manufacturing businesses. As such, these companies should be regarded as highly speculative. Cellmid recommends that investors seek professional advice before making an investment in its shares.