

## ASX ANNOUNCEMENT

### CELLMID APPOINTS EAS TO SUPPORT US STRATEGY

- **Important step in Cellmid's entry into the \$11.6 billion<sup>1</sup> US hair care market**
- **EAS Advisors has a track record of success in assisting ASX listed companies transitioning their business onto the US market**
- **EAS will work with Cellmid to support the Company's US growth strategy**

**SYDNEY, Wednesday, 12 August 2015, Cellmid Limited (ASX: CDY)**, is pleased to announce the appointment of EAS Advisors, LLC (EAS) as corporate and strategic partners in the Company's US expansion. EAS is a New York based investment advisory firm, set up by Edward Sugar in 2008, with a strong track record of success in exposing ASX listed companies to US investors and industry partners.

Cellmid is the only company globally with an FGF5 inhibitor hair growth product on the market. The Company has reported strong sales growth for the 2015 financial year (*ASX announcement 9 July 2015*) and its sales and advertising campaign is expected to further grow revenue of its évolis® branded FGF5 inhibitor consumer products in Australia.

With a retail distribution model based initially on pharmacies the Company is well placed to replicate this strategy in the United States, where the hair care market reached USD11.6 billion in sales in 2014. Cellmid's évolis® branded hair growth products have recently demonstrated strong clinical efficacy (*ASX announcement dated 15 April 2015*) and are positioned at the premium end of this category.

In addition to the 20,000+ US pharmacies as potential retailers for its évolis® branded products, Cellmid's proprietary active ingredients are suitable for out-licensing to other brand owners either as active ingredients or fully formulated products. EAS will work with Cellmid to provide strategic support in the Company's US growth activities and exposure to local investors.

"We are excited to be working with Cellmid and see great potential for growth in Australia and internationally in the months and years ahead" said EAS founder, Edward Sugar.

"EAS has a successful track record assisting Australian companies maximise their US growth potential. We are delighted to be one of the select companies they decided to work with" said Cellmid CEO, Maria Halasz.

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<sup>1</sup> Hair Care in the US, *Euromonitor International*, 2015

**Cellmid Limited (ASX: CDY)**

Cellmid is an Australian biotechnology company with two revenue generating businesses; a consumer health and a midkine division. The Company's consumer health division owns proprietary technologies and products around FGF5 inhibition, a novel mechanism for increasing hair growth and reducing hair loss. The midkine division is focused on developing drug candidates in oncology and nephropathy, while out-licensing diagnostics for a number of cancer indications. Cellmid holds the largest and most comprehensive portfolio of intellectual property related to the novel target midkine and midkine antagonists globally. For further information please see [www.cellmid.com.au](http://www.cellmid.com.au).

**About EAS**

EAS Advisors, LLC is a private, New York-based boutique investment advisory firm providing a unique service to small and mid-cap companies operating in selected industry sectors. The foundation of EAS's business is built on industry knowledge, capital markets insights and access to a deep pool of traditional and alternative sources of capital. In addition to exposure to US investors, EAS provides ASX listed companies with access to local industry contacts to enhance their growth and expansion.

**Cellmid's Consumer Health Division- Advangen Limited**

In 2013 Cellmid acquired Advangen Inc. (Japan), the owner of a range of FGF5 hair growth technologies and became the only company globally with an FGF5 inhibitor hair growth product range on the market. Cellmid has continued innovation and product development and filed a number of new patent applications covering several hair growth agents including midkine, pleiotrophin and a group of novel FGF5 inhibitors. In addition to distribution in Australia and Japan the Company is actively expanding into other markets such as the US, Asia and Europe.

**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.