

ASX ANNOUNCEMENT

MAJOR ADVERTISING LAUNCH TO BOOST SALES

- **A comprehensive, twelve-month TV and digital advertising and marketing campaign will be launched on 30 August 2015 for Cellmid's évolis® hair growth products**
- **Ikon Group has been appointed to provide creative, media, advertising, as well as digital and social marketing services to Cellmid**

SYDNEY, Thursday, 27 August 2015, Cellmid Limited (ASX: CDY), is pleased to advise that it will launch a national advertising and media campaign on 30 August 2015 to contribute to brand development and increase sales for the company's évolis® branded hair growth products in Australia.

The campaign will include television, digital and social channels as well as engagement with key influencers, bloggers and opinion leaders. It is expected to last twelve months and will also serve as test marketing for Cellmid's global brand development plans.

Cellmid has signed a major advertising and media management agreement with the Ikon Group, a full service agency based in Sydney Australia. Ikon will provide creative brand development and positioning services as well as implement a comprehensive media strategy for the Company's évolis® branded hair growth products.

The advertising and media launch is the third component of Cellmid's recently communicated three pillar strategy to maximise market penetration for the évolis® branded, FGF5 inhibitor hair growth products.

In May 2015 the Company increased its product offerings from two to six SKUs (stock keeping units) and commenced the broadening of its pharmacy distribution. This resulted in an increase in sales in 4QFY2105, as reported to the market on 9 July 2015.

Concurrently, a team of évolis® brand representatives have been deployed to medical practitioners to increase awareness amongst professional health care providers.

The national television campaign will primarily target women suffering from hair loss or hair thinning and it is expected to build brand recognition and sales through pharmacy retail and online.

The campaign will include free-to-air and subscription channels. It will run over several months using a combination of 30 second and 15 second ads across the board. Programs targeted will be those focused on lifestyle, reality and drama.

"This is a very exciting, major media campaign for our FGF5 inhibitor hair loss products" said Emma Chen, General Manager of Cellmid's consumer health business.

“We are especially delighted to be the first ones to bring an innovative solution to women with hair thinning or hair loss concerns through this campaign” she added.

With a clear mechanism of action, the évolis® products are scientifically validated and clinically tested and address various forms of hair thinning and hair loss suffered by men and women. The Company's strategy is to maximise brand value in Australia through a pharmacy retail model, and replicate this in other territories building a global brand.

The Ikon Group was signed following a competitive tender. Ikon is part of STW, Australasia's leading marketing content and communications group. In addition to traditional advertising and media management Ikon will provide digital, SEO and SEM services, consistent with the brand positioning developed by the creative team.

Cellmid will provide updates on the campaign, including the ads, on its website (evolisproducts.com.au) as they are released to the market.

End

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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 and www.evolisproducts.com.au.

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.