



ASX ANNOUNCEMENT

Cellmid enters into exclusive distribution agreement for Fillerina® in Australia & New Zealand

SYDNEY, 4 April 2018: Cellmid Limited (ASX:CDY) (the Company) advises that it has entered into an agreement with Labo International S.r.l to undertake the exclusive distribution of Fillerina®, a market leading Swiss anti-aging skincare brand, in Australia and New Zealand for up to an initial five years. Relevant terms include joint distribution and sales targets and a close marketing collaboration between the parties.

Fillerina® is a world first, patented dermo-cosmetic filler treatment, which has been scientifically proven to reduce facial wrinkles, deliver measurable filling effect, increase facial volumes and decrease the clinical signs of skin aging. It is the first non-invasive filler treatment with clinical study results published in a peer reviewed articleⁱ and it is a market leader in innovative, high-performance skincare within the fast-growing anti-aging cosmetics space globally.

Cellmid's Chief Executive Officer, Maria Halasz, said: "Our growth strategy for Advangen is focused on first in class, best in class, clinically validated anti-aging products for hair, skin and body. Having built a successful distribution network for our FGF5 inhibitor hair products, Fillerina® is an exciting addition to our consumer health business."

The anti-aging cosmetics market is currently experiencing strong growth and is predicted to expand a further 24% by 2021ⁱⁱ in Australia. Fillerina® is complimentary to the Company's evolis® haircare range with its innovative, patented technology.

Importantly, the Fillerina® distribution agreement will generate efficiencies for Cellmid through the increased utilisation of the Company's existing evolis® national sales and digital marketing team that already has an extensive presence throughout major retail channels such as pharmacy and e-commerce. Cellmid expects that Fillerina® will add significantly to the Company's profitability.

CEO of parent company Labo Cosprophar AG, Mr Marcel Leutzelschwab, added: "We are excited to partner with Advangen for the exclusive distribution of our Fillerina product range in Australia and New Zealand. We believe that our product philosophy is perfectly aligned to maximise the market potential for Fillerina, which has become the leading dermo-cosmetic filler in more than 40 countries worldwide since its launch in 2013." -- End

Contact:

Company

Maria Halasz, CEO
Cellmid
T +612 9221 6830

Investor Relations

Rebecca Wilson
WE Buchan
T +61 411 382 391
rwilson@we-buchan.com

Media

Gabriela Czwarnos
WE Buchan
T: 0450 396 290
gczwarnos@we-buchan.com

Cellmid Limited (ASX: CDY)

Cellmid is an Australian life sciences company with lead programs in multiple disease indications. The Company, through its wholly owned subsidiaries, Lynamid, Kinera and Advangen, develops and markets innovative novel therapies and diagnostic tests for fibrotic diseases, cancer, ischemic diseases of the heart and hair loss. Cellmid holds the largest and most comprehensive portfolio of intellectual property relating to the novel targets midkine (MK) and FGF5 globally. Intellectual property pertaining to midkine is being exploited through wholly owned subsidiaries Lynamid and Kinera. Advangen, Cellmid's consumer health business, sells its FGF5 inhibitor hair growth products in Australia, Japan, USA and China. For further information, please see www.cellmid.com.au and www.evolisproducts.com.au.

Advangen Limited and hair growth products

Advangen Limited is Cellmid's wholly owned subsidiary engaged in the development and sale of first in class, best in class, clinically validated anti-aging products for hair, skin and body. Advangen has a range of FGF5 inhibitor hair growth products which are sold in Australia, Japan, USA and China. Advangen has a rich portfolio of hair growth and anti-aging hair care assets which include formulations of products on market, trademarks, patents and patent applications, proprietary assays and manufacturing processes. With the Fillerina® distribution agreement Advangen has its first skincare range.

Midkine (MK)

Midkine is a growth factor that is highly expressed during embryonic development. Midkine modulates many important biological interactions such as cell growth, cell migration and cellular adherence. These functions are relevant to cancer, inflammation, autoimmunity, ischemia, nerve growth/repair and wound healing. Midkine is barely detectable in healthy adults and only occurs as a consequence of the pathogenesis of a number of different disorders. Midkine expression is often evident very early in disease onset, even before any apparent physical symptoms. Accordingly, midkine is an important early marker for diagnosing cancers and autoimmune diseases. Finally, midkine is only evident in a disease context, and targeting midkine is not expected to harm normal healthy tissues.

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.

ⁱJournal of Cosmetic Dermatology 2014; 13 (4): 277-287, "Anti-aging and filling efficacy of six types hyaluronic acid based dermo-cosmetic treatment"

ⁱⁱ Euromonitor 2017