

## ASX ANNOUNCEMENT

### CELLMID'S ÉVOLIS® SUCCESSFULLY LAUNCHED IN USA IN 17 INITIAL STORE LOCATIONS

- USA launch of évolis® Professional products completed in 17 locations
- Successful launch resulted in additional ranging in 2019 with all three retail partners
- In store placement to increase from 17 stores to 40 by early 2019
- Experiential marketing events continue to perform well across all channels

**SYDNEY, Thursday, 1 November 2018: Cellmid Limited (ASX: CDY)** is pleased to advise on the successful completion of its 17-store launch in the USA. As a result of the strong performance of the évolis® Professional products during these launch events, all three retail partners (Bloomingdales, Neiman Marcus and Soft Surroundings) have advised on additional store locations for Cellmid's products.

#### **Bloomingdales**

The évolis® Professional range has been available online in Bloomingdales since July 2018. After a successful e-commerce campaign, Cellmid was invited to launch in Bloomingdales' flagship store in New York. With the success of this launch at the end of September Cellmid has been advised that Bloomingdales will stock évolis® Professional in eight additional stores from January 2019, taking the total store presence to nine flagship locations, representing approximately 2.5% of the total store numbers within the Macy's Group.

#### **Neiman Marcus**

The évolis® Professional range has been available online in Neiman Marcus since September 2017. Cellmid was invited to conduct six experiential marketing events in February, March and June 2018 in Neiman Marcus stores, following which Cellmid's products were ranged in five flagship stores nationally during the months of September and October 2018.

With the success of the store launches, Cellmid has been given five additional store placements from March 2019 and a further 10 store placements from September 2019, taking the total number of Neiman Marcus doors to 20 by late 2019, representing around 30% of the total number of stores within the group.

#### **Soft Surroundings**

Cellmid's products have been sold through Soft Surroundings' e-commerce platform since July 2018. Having secured placement in 11 stores, launch events were conducted throughout September and October 2018. Following the strong in-store performance of the products, Cellmid has been advised that a further 10 Soft Surroundings stores will range the évolis® Professional products from early 2019, taking the total number of doors to 21, representing approximately 20% of the total number of stores within the group.



With a substantial increase in store locations across the USA, Cellmid is now focused on implementing a cost-effective experiential marketing solution. The Company has signed an agreement with a US retail specialist providing local brand ambassadors on a contract basis from the end of November 2018.

“Our US team, led by Colour Collective’s Managing Director Kerry Yates, has done an exceptional job during the launch events”, said CEO of Cellmid, Maria Halasz. “The results confirm our differentiated launch strategy and give us confidence to continue to scale into this lucrative distribution channel using a professional, cost effective, local retail team”, she added.

**END**

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## **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, Lyramid, 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 Lyramid 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](http://www.cellmid.com.au) and [www.myevolis.com.au](http://www.myevolis.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.

## **Forward looking statements**

This announcement has a number of forward looking statements that are subject to risks and uncertainties. Such statements involve known and unknown risks that may cause the actual results, performance or achievements of Cellmid to be materially different from the statements in this announcement. Actual results could differ materially depending on factors such as the availability of resources, regulatory environment, the results of marketing and sales activities and competition.