

ASX ANNOUNCEMENT

ÉVOLIS® USA DISTRIBUTION UPDATE – IN-STORE LAUNCH COMMENCES

- **In-store launch of évolis® Professional¹ in Neiman Marcus and Soft Surroundings**
- **Experiential marketing events throughout September and October in 16 stores**
- **Store presence is expected to significantly increase USA revenues**

SYDNEY, 30 August 2018: Cellmid Limited (ASX: CDY) is pleased to advise that the in-store launch of the évolis® Professional product range will commence on Friday, 31 August 2018, ahead of schedule, in Neiman Marcus and Soft Surroundings stores across the USA.

As part of the launch, a series of experiential marketing events will be held from 31 August until 15 October in flagship Neiman Marcus stores in Hawaii (Ala Moana), California (Fashion Island), Florida (Orlando) and Texas (Northpark and Houston). Similar events will be held in 11 Soft Surroundings stores, from Arizona to Texas, during the same period.

Neiman Marcus, founded in Dallas, Texas in 1907, is one of the oldest and most prestigious department stores in the USA. The group operates 42 Neiman Marcus stores across the United States and two Bergdorf Goodman stores in Manhattan.

Soft Surroundings, a women's apparel, beauty and home décor chain, was founded as a catalogue business in St Louis, Missouri, and opened its first store in 2005. Soft Surroundings has over 70 stores across the USA and is growing.

The in-store launches are being supported by major public relations and social media campaigns in addition to the full-day experiential marketing events hosted by each store. The theme for each of the 16 events will be built around the use of the Company's proprietary évoliscope™ technology, which allows customers to assess their hair health.

The experiential marketing events represent important branding opportunities to showcase the science behind the évolis® Professional products in a relaxed, interactive environment and to provide personalised solutions to customers' hair concerns.

"Part of the Company's early success in the US has been due not only to our clinically validated products, but our marketing events using our évoliscope™ scalp analysis. The assessments, conducted in-store by our trained hair biologists, provide an interactive experience that raises visibility for évolis®, educates and personalises the brand," said Cellmid CEO Maria Halasz.

¹ évolis® Professional is Cellmid's leading consumer brand; a scientifically and clinically validated anti-aging hair care range that is based on the Company's proprietary FGF5 inhibitor technology. Products in the évolis® Professional range have been shown to reduce hair loss, increase hair growth and improve hair quality. The products are formulated with natural extracts and are free of sulphates (SLES and SLS), parabens and silicon.

Events will have some local character; the Ala Moana shopping centre in Hawaii, for example, is a mecca for Japanese tourists. Bilingual staff and brochures will be available to maximise engagement. Neiman Marcus is well known and associated with prestige products for most of the 1.5 million Japanese tourists who visit Hawaii annually, making them the largest group of international travellers to the islands.

With the recent Japanese launch of évolis® Professional, customers can make their repeat purchase at home. Representing around 70% of total consumer health sales, Japan has already been the most significant source of revenue for the Company to date.

“Store presence is expected to increase sales significantly from what has been a very successful online launch of the évolis® Professional products in Neiman Marcus and Soft Surroundings”, said CEO Maria Halasz. “Previous events not only generated high conversion rates, but an opportunity to train store staff and allow them to become product champions” she added.

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Contact:

Company

Maria Halasz, CEO
Cellmid
T +612 9221 6830

Investor Relations

Kyahn Williamson
WE Buchan
T +61 401018828
kwilliamson@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.myevolis.com.au.

Advangen Limited and anti-aging hair care 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.