

ASX ANNOUNCEMENT

USA LAUNCH OF ÉVOLIS®

- **Cellmid's lead revenue driving évolis® products launched in the US market**
- **Pre-sales from 7 November, shipping to customers from 5 December 2016**
- **Branded "évolis® REVERSE" products to target US\$3.5 billion hair loss market**

SYDNEY, Thursday, 3 November 2016: Cellmid Limited (ASX:CDY) is pleased to advise that its wholly owned subsidiary, Advangen Limited (Advangen), has launched its évolis® branded hair loss products on the US market with pre-sales commencing officially on 7 November 2016 on its website, evolisprofessional.com. Products will be shipped to US customers from 5 December 2016.

The launch is the culmination of three months of pre-launch activities, including manufacture and branding of the évolis® product range, which was specifically formulated for the US market earlier in the year.

During the pre-launch the US branded évolis® REVERSE was introduced to beauty editors of fashion, health and lifestyle magazines, as well as bloggers and influencers. The outreach to dozens of publications resulted in firm commitments of product trials and editorial coverage from November 2016 until June 2017.

As the only new topical treatment, Advangen was also invited to introduce évolis®, to 250 of the top US hair salon chains at an industry meeting in Atlanta on new innovations in hair loss. Hair salons in the US account for a significant component of topical hair loss product sales, only second to minoxidil based product sales in pharmacies.

The US is by far the largest market for hair loss and anti-aging hair care and Advangen's product launch, together with distribution partner Colour Collective, is the Company's most significant undertaking yet. It is expected that, in addition to strong growth in existing markets, US sales will contribute to profitability within the foreseeable future.

Since the acquisition of Advangen (Japan) in May 2013, Cellmid improved its income cover from under 10% to 57% in FY2016. In simple terms, last financial year Cellmid paid 57% of all of its expenditure out of revenues. With the entry into the US hair loss market there is an opportunity to accelerate this path to profitability.

"évolis® is poised to disrupt the \$3.5 billion hair loss market in the US where over 80 million people suffer from the condition" said Managing Director of Colour Collective, Kerry Yates. "The resounding positive feedback from the dozens of major publications visited during the pre-launch gives us confidence that our internal sales targets for évolis® can be met" she added.

The US press release can be viewed on the following link – <http://prn.to/2fjelhu>

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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 and Japan, and currently expanding distribution in other territories. For further information, please see www.cellmid.com.au, www.evolisproducts.com.au and www.evolisprofessional.com.

Advangen Limited and hair growth products

Advangen Limited is Cellmid's wholly owned subsidiary engaged in the development and sale of anti-aging hair care products. Advangen has a range of FGF5 inhibitor hair growth products which are sold in Australia and Japan with a USA launch currently ongoing. 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.

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.