



ASX ANNOUNCEMENT

EXCLUSIVE DISTRIBUTOR APPOINTED FOR ÉVOLIS®

SYDNEY, Tuesday, 4 September 2012: Cellmid Limited (ASX: CDY) today appointed Frostbland Pty Ltd as its exclusive distributor for the pharmacy and drug store market in Australia and New Zealand for the *évolis*® hair growth product range. The distribution agreement has been executed between Cellmid's controlled entity, Advangen International Pty Ltd, and Frostbland Pty Ltd.

Established in 1949, Frostbland has a rich history in marketing and distributing beauty and healthcare products in pharmacies and department stores in Australia and New Zealand. Frostbland has built several own brands and distributes prestige and mass brands in skincare, cosmetics, fragrance and point-of-care diagnostics to more than 3,500 pharmacies in Australasia. Frostbland is privately owned with offices in Sydney, Australia and Auckland, New Zealand.

"Frostbland is one of the few full service, local distribution and marketing organisations to pharmacies with its own national sales force, branding and marketing team as well as logistics capabilities" said CEO of Cellmid Maria Halasz. "Frostbland ticks all the boxes for us with its successful track record in launching premium pharmacy brands, highly skilled and dedicated national sales force and state of the art warehousing and product management facilities" she added.

Frostbland will take over all distribution responsibilities for the pharmacy market including initiating sales in banner groups and independent pharmacies, merchandising, product warehousing and dispatch as well as assisting with below the line advertising. The arrangement will allow Cellmid to maintain its focus on its midkine product development, with new products already planned in the pipeline.

"We are very excited to be involved with Cellmid. As the first TGA listed topical hair growth product in 24 years *évolis*® is based on ground-breaking technology and addresses a significant consumer need, particularly in the pharmacy market" said Managing Director of Frostbland, Uri Ferster.

The exclusive distribution agreement has minimum monthly order requirements and sales targets and has a term of three years extendable by mutual agreement.

End

Contact:

Maria Halasz, CEO
T +612 9299 0311

Cellmid Limited (ASX: CDY)

Cellmid is an Australian biotechnology company developing innovative novel therapies and diagnostic tests for inflammatory diseases, heart attack and cancer. Cellmid holds the largest and most comprehensive portfolio of intellectual property related to midkine and midkine antagonists globally. The Company's most advanced development programme is for the treatment of inflammatory and autoimmune conditions and cancer using the Company's proprietary anti-midkine antibodies. Cellmid is also developing the midkine protein for the treatment of AMI (heart attack) and other ischemic diseases. In addition, Cellmid is commercialising midkine as a biomarker for early cancer diagnosis. Elevated midkine concentration in the blood and other body fluids is strongly indicative of cancer. Cellmid's first product, the MK-ELISA, is a blood test that sensitively and accurately measures serum midkine levels.

Advangen International Pty Ltd

Advangen International Pty Ltd is a controlled entity of Cellmid Limited. Advangen develops and sells scientifically validated products to prevent and treat various forms of hair loss. The Company's products have well understood mechanism of action and have been extensively tested for safety and efficacy with published validation data. Advangen has two market ready product ranges, one for pharmacies (évolis®) and one for professional hair salons (Jo-Ju® and Lexilis®). In addition, the Company is developing midkine in a high performance formulation for the treatment of age related hair loss.

Advangen's Products

Advangen's products, including the evoliss® range specifically developed for the pharmacy market, are based on using FGF-5 (Fibroblast Growth Factor 5) inhibitors to prevent hair loss, extend the growth phase of the hair cycle and activate resting follicles prompting them to grow. FGF-5 is known to cause hair to fall out and suppress hair growth. Its absence results in strong hair growth. FGF-5 has no other functions rendering its inhibitors safe. Advangen's FGF-5 inhibitor products are plant extracts that have been tested for their ability to inhibit FGF-5 with propriety high through put assay. Several products have been developed, of which the Advangen range (Jo-Ju® and Léxiliss®) will be sold through hair salons as cosmeceuticals. The évoliss® range has been listed by the TGA and will be sold as an over the counter product in pharmacies.