

**ASX ANNOUNCEMENT**

**CELLMID SECURES PREMIUM US RETAIL CHANNEL FOR EVOLIS®**

- **evolis® will be sold in ultra-premium retailer Neiman Marcus**
  - **First order has been received and shipped**
  - **The entire evolis® Professional product line will be sold**

**SYDNEY, Thursday, 3 August 2017: Cellmid Limited (ASX: CDY)** is pleased to advise that it has secured a new partnership with premium retailer Neiman Marcus for its evolis® Professional products.

With 42 stores across the US and an increasingly strong and fast growing online presence Neiman Marcus will help connect Cellmid with the \$13 billion US hair care market. Their first order has been received and was shipped on 2 August.

The partnership will be officially launched on 1 September 2017. The entire evolis® Professional product portfolio will be sold by Neiman Marcus, including the PROMOTE, PREVENT and REVERSE ranges.

The strength of the Neiman Marcus Group is their ability to deliver a highly personalised shopping experience, with strong focus on the fast-growing digital channel, bolstered by their deep knowledge of customer shopping behaviour.

Through their mytheresa.com business the Neiman Marcus Group is also increasing their retail powers in Europe and China by using extensive digital marketing and social media influencers.

Importantly for evolis® Neiman Marcus has been targeting exclusive ranges and new product launches which, supported by a state of the art inventory and replenishment system, have been outperforming their regular business.

“Neiman Marcus, known for launching future category leaders, is just the first step in our distribution plan and we expect to gain additional access to the prestige hair care market as the year progresses” said Kerry Yates, Managing Director of Cellmid’s US distribution partner.

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, 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 and the USA and currently expanding distribution in other territories. For further information, please see [www.cellmid.com.au](http://www.cellmid.com.au) and [www.evolisproducts.com.au](http://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 anti-aging hair care products. Advangen has a range of FGF5 inhibitor hair growth products which are sold in Australia, Japan, China and Taiwan. Concurrently, Advangen has been developing midkine, a growth factor, in hair loss models utilising its anti-apoptotic and growth promoting effects. 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**

Several 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.