

ASX ANNOUNCEMENT

CELLMID OPENS FIRST CONCEPT STORE IN TOKYO, JAPAN

- **Advangen Hair Biology concept store opened in Ginza Core shopping centre**
- **Products sold through experiential marketing similar to large beauty retailers**
- **Store will be advertised on QVC at the end of each shopping segment**

SYDNEY: Thursday, 26 October 2017, Cellmid Limited (ASX: CDY) is pleased to advise that it has opened its first Advangen Hair Biology concept store in Tokyo, Japan. The store, named after wholly owned consumer health subsidiary Advangen, is located in Ginza, the most prestigious and busiest shopping district in Tokyo, in the well-established Ginza Core building.

Targeting the 40% of women and 50% of men over 40 with various hair loss concerns, the concept store will be advertised on QVC. Customers will be invited to the store at the end of each Advangen shopping segment to receive a hair assessment and experience the FGF5 inhibitor products.

Specialist cosmetics retailers have been growing rapidly against the trend of otherwise contracting generalist retail. ULTA, one of the largest cosmetics retailers in the US, is expected to add 100 new stores in 2018 to their existing portfolio of around 1,000 retail outlets. Sephora, the largest specialist retailer of cosmetics operates 2,300 stores in 33 countries and it is expanding rapidly in established and emerging markets.

Both of these groups have been leaders in experiential marketing, allowing for an interactive shopping experience that is not possible through online purchase. Their success demonstrates that customers of all ages demand to try the products before they buy in this category. Advangen's Hair Biology concept store is tapping into this trend with opening an experiential, consultative space for customers. Unlike in generalist retail, customers can get a hair analysis service, followed by personalised product recommendations to solve their specific hair challenges.

Initially selling Advangen's Japanese FGF5 inhibitors, including the Jo-Ju® and Lexilis® brands, the Hair Biology concept store is expected to build on the success of the Jo-Ju® products that have been sold on the QVC television shopping channel since 2015.

"Advangen Hair Biology is the first specialist store solely focused on solving hair challenges with clinically validated and naturally based products" said Advangen Japan Managing Director, Koichiro Koike. "We hope to emulate the success of other specialist brands such as Jurlique and L'Occitane that grew rapidly on similar consumer trends" he 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, 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 target midkine (MK). Intellectual property pertaining to MK 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, the USA and Japan, and currently broadening distribution in other territories. For further information, please see www.cellmid.com.au and www.evolisproducts.com.au.

Advangen Limited - Cellmid's Consumer Health Division

In 2013 Cellmid acquired Advangen Inc. (Japan), the owner of a range of FGF5 inhibitor hair growth technologies and became the first, and still the only, company globally with an FGF5 inhibitor hair growth product range on the market. Cellmid has continued innovation and product development and filed a number of new patent applications covering several hair growth agents including midkine and a group of novel FGF5 inhibitors. In addition to distribution in Australia, The USA and Japan the Company is actively expanding into other markets including Asia and Europe.