



ASX ANNOUNCEMENT

CELLMID APPOINTS CEO TO ADVANGEN USA TO EXPAND DISTRIBUTION

SYDNEY: Thursday, 31 October 2019: Cellmid Limited (ASX: CDY) is pleased to advise that it has appointed Brian McGee as CEO of its wholly owned USA subsidiary, Advangen LLC, effective 1 November 2019. An accomplished senior executive with 30 years' experience in sales, marketing and operations in the beauty and hair care industry, Mr McGee brings to the Company a wealth of knowledge and broad industry contacts in the USA.

During his career Mr McGee gained extensive experience in managing sales teams and the operations of some iconic hair care brands including Aveda and, as chief operating officer, pioneered the omnichannel retailing of hair colour brand *dpHUE*.

Brian has been working with the Company's *évolis*® Professional brand as a consultant since May 2019. Since then he has been instrumental in broadening the Company's existing retail relationships and securing new partnerships, including the recently announced deals with Beauty Collection, Macys.com, Rymax and Dermstore, which are expected to deliver material growth in the US business in the coming months.

Brian's mandate is to increase distribution and sales of the prestige *évolis*® Professional products in the USA and to embed operations including, manufacture, warehousing and brand development.

Cellmid CEO, Maria Halasz said "We welcome Brian to the senior leadership team and we are confident that his extensive experience in beauty retailing will ensure the long term growth of the *évolis*® brand in the USA. His knowledge of the market and broad industry contacts have already made a significant impact on the business."

"I am very excited to be joining the senior leadership team of the Company. Having worked in the hair care sector for many years, I truly appreciate the market potential for the *évolis*® products and the significant opportunities in bringing the brand to a wider USA customer base" said Mr McGee.

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Cellmid Limited (ASX: CDY)

Cellmid is an Australian life sciences company with a consumer health business and biotech assets in development. Advangen 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. For further information, please see www.cellmid.com.au and www.myevolis.com.au.

Cellmid also has a wholly owned subsidiary, Lynamid, developing innovative novel therapies and diagnostic tests for fibrotic diseases, cancer and ischemic diseases of the heart. Cellmid holds the largest and most comprehensive portfolio of intellectual property relating to the novel target midkine (MK) globally.

Forward looking statements

This announcement may have forward-looking statements that are subject to risks and uncertainties. Such statements involve known and unknown risks that may cause the actual results, performance or achievements of Cellmid to be materially different from the statements in this announcement. Actual results could differ materially depending on factors such as the availability of resources, regulatory environment, the results of marketing and sales activities and competition.