

## ASX ANNOUNCEMENT

### CELLMID SIGNED EXCLUSIVE AGREEMENT WITH PREMIUM SALON DISTRIBUTOR IN THE USA

#### Key Highlights

- **Expanding distribution in the USA:** Cellmid has signed an exclusive distribution agreement with premium salon distributor Tru Beauty Concepts Inc., for the évolis® Professional anti-aging hair care products
- **Strong salon network with key online channels:** Tru Beauty Concepts Inc., is a distributor to the professional beauty salon and spa industry, currently servicing 40,000 salons in eleven states in the Northeast of the US and has a partnership with wholesale ecommerce hub, Salon Interactive
- **Significant impact on 2H FY2021 revenue:** This exclusive distribution deal is expected to deliver significant revenue growth to the US business from 2HFY2021, following 51% growth in FY2020

**SYDNEY, Tuesday, 28 July 2020: Cellmid Limited (ASX: CDY)** is pleased to advise that it has signed, via its wholly owned US subsidiary, Advangen LLC., an agreement ("Agreement") with Tru Beauty Concepts Inc. (Tru Beauty) for the exclusive distribution of the évolis® Professional branded anti-aging hair care products in salons in the Northeast of the US, commencing 1 August 2020 with an initial term of five years.

Tru Beauty is a premium salon distributor and national educator currently servicing 40,000 salons with 42 field staff in eleven states throughout the Northeast of the US. Pursuant to the Agreement the Tru Beauty exclusive territory comprises of Massachusetts, Connecticut, Rhode Island, New York, New Jersey, Pennsylvania, Delaware, Maryland, Virginia, Washington DC, and West Virginia. In addition to their field sales team, Tru Beauty operates two state of the art facilities with live streaming capabilities to improve brand education to professionals.

Cellmid's évolis® Professional products will also be listed on the Salon Interactive portal which is an ecommerce hub for hair salons across the US. Salon Interactive hosts individual salon websites, making premium hair care products available to clients of participating salons, even if they are not physically open due to the COVID-19 pandemic. From early August, évolis® Professional products will become available to all participating salons and their clients on the Salon Interactive platform.

In FY2020, consumer health sales in the US increased by 51% to \$626K<sup>1</sup>. The distribution Agreement with Tru Beauty is expected to deliver significant revenue growth to the US business during the second half of FY2021 through access to thousands of salons in Tru

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<sup>1</sup> Based on unaudited FY2020 revenue numbers.



Beauty's network, inclusion in their education classes and becoming part of the premium salon products offered through Salon Interactive.

"In our view, the partnership with Tru Beauty is a game changer for the évolis® Professional brand in the US. Securing salon distribution will add scale to our US expansion and growth ambitions for the brand" said CEO of Cellmid, Maria Halasz.

Approved for release by the Board of Directors of Cellmid.

End

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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 Limited 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. For further information, please see [www.cellmid.com.au](http://www.cellmid.com.au) and [www.evolisproducts.com.au](http://www.evolisproducts.com.au). Cellmid's wholly owned subsidiary, Lyramid, develops innovative novel therapies and diagnostic tests for age related diseases including inflammatory and autoimmune conditions. Most recently Cellmid secured access to a range of SARS-CoV-2 antibody and nucleotide tests, both point of care and laboratory based, from various suppliers.

### **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.