

**ASX ANNOUNCEMENT**

**CELLMID REPORTS RECORD QVC SALES**

- **Record sales results from QVC Japan:** The Today's Special Value (TSV) event on TV shopping channel QVC Japan generated record wholesale revenue of AUD 1.38 million<sup>1</sup> for the Jo-Ju<sup>®</sup> branded hair loss products over 24 hours on 12 June 2021 (JPY 117.14 million, 80,595 bottles)
- **36% increase from the same time last year:** In June 2020 the same QVC TSV event resulted in JPY 86.35 million sales revenue (AUD 1.01 million using the same exchange rate)
- **Global TV shopping activity for Cellmid's products is growing:** In addition to QVC Japan Cellmid's hair loss and anti-aging hair care products are now sold on television shopping channels QVC UK, QVC US and Openshop in Australia

**SYDNEY, Thursday, 17 June 2021: Cellmid Limited (ASX: CDY)** is pleased to advise that the TSV sales event on 12 June 2021 on Japanese television shopping channel QVC delivered record wholesale revenue of JPY 117.14 million for the Company (\$1.38 million). This result is 36% higher than the JPY 86.35 million (\$1.01 million) achieved on the same TSV event in June 2020, and 23% higher than the next highest sales result of JPY 95.32 million (\$1.13 million) in June 2019.

Television shopping continued to flourish during the pandemic, and QVC Japan remained the most significant distribution channel for the Company's products. In addition to its focus on TV shopping, and in preparation for long term growth for the highly differentiated évolis<sup>®</sup> branded hair care products, the Company has also been investing in ecommerce in the US and Australia gradually replacing the largely bricks and mortar distribution.

Cellmid CEO, Maria Halasz, said "It is pleasing to see that some of the growth strategies we began to implement during the pandemic are showing results. Further initiatives we expect to deliver growth in FY2022 are the focus on ecommerce and our new product launches" she added.

Approved for release by the Board of Directors.

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**Cellmid Limited (ASX: CDY)**

Cellmid is a health and beauty-tech business growing shareholder value through the global distribution and sales of its proprietary brands of differentiated, clinically validated anti-aging solutions. Advangen is Cellmid's wholly owned subsidiary engaged in the development and sale of first in class, best in class, clinically validated 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).

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<sup>1</sup>Using the daily exchange rate of 1JPY = 0.0118 AUD on 16 June 2021. Unaudited, final AUD sale may vary depending on the exchange rate used for audited accounts at the end of FY2021.



**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.