



ASX ANNOUNCEMENT

MARKETLIT INVESTOR CONFERENCE PRESENTATION

SYDNEY, Friday, 2 July 2021: Cellmid Limited (ASX: CDY) ("Company") is pleased to provide the enclosed presentation which will be presented by CEO and Managing Director, Maria Halasz, at the inaugural MarketLit Millennial and Gen Z Investor Conference being held today.

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 longevity and anti-aging solutions. Advangen Limited 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 and www.evolisproducts.com.au.

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.



BUILDING A GLOBAL HEALTH AND BEAUTY-TECH BUSINESS

30 June 2021

ASX: CDY





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A health and beauty-tech business growing shareholder value through the global distribution and sales of its scientifically validated innovative consumer products in anti-aging and longevity

Addressing the rapidly growing global demand for functional, high performing anti-aging products



COVID-19 DISRUPTION SLOWED RETAIL MOMENTUM

FY2016 - FY2019 - Strong revenue growth

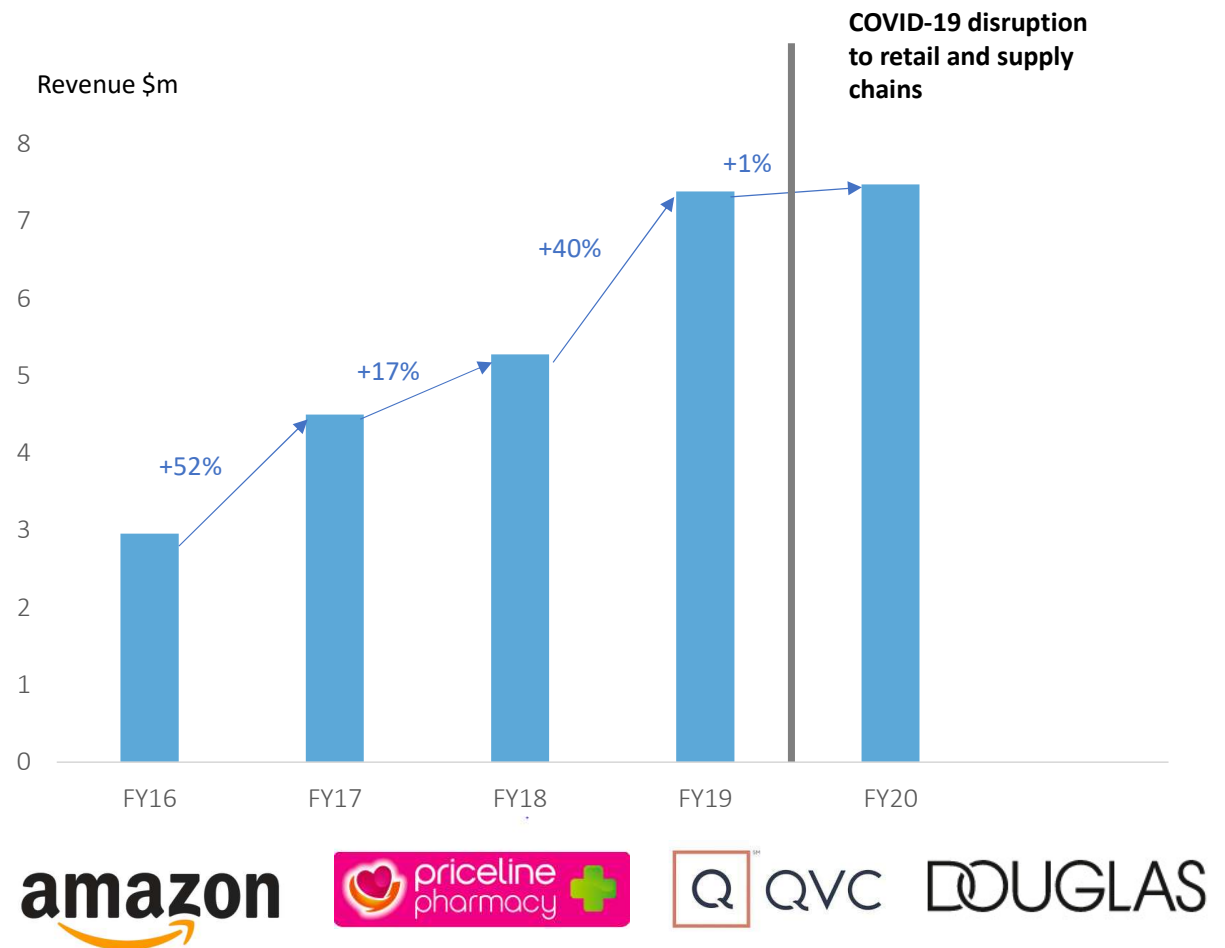
- Expansion of distribution channels across Japan, China, US, Australia, Asia and Europe
- Prestige positioning of évolis® in the US through bricks and mortar stores (Neiman Marcus, Bloomingdales)
- Secured national retail partner, Priceline, in Australia

2H FY2020 - FY2021 - COVID-19 disruption and restructure of distribution

- Significant retail disruption, including Nieman Marcus filing for Chapter 11 (largest channel in US in FY2019)
- Delays in shipments to China affected Japanese sales
- Investment in ecommerce
- New B2B channels in FY2020 and FY2021

FY2022 onwards – revenue growth

- Exploit Chinese distribution opportunities (existing and new agreements for AU and Japanese brands)
- Investment in ecommerce infrastructure and capabilities - repeat customers
- New product launches: hair loss and anti-aging supplements, combined hair loss/dry scalp products
- Building on partnerships – omni-channel



FY2022 AND BEYOND

Expand in China: Increase market penetration and sales in China through recently signed distribution agreements, cross border ecommerce, social commerce and our import permits for Jo-Ju® and Lexilis® shampoos

USA and Australia sales growth: Launch new ecommerce platforms progressively from July 2021 and grow recurring revenue, increase sales through existing third party channels, new products and new brand partnerships

Japanese sales growth: Increase export of heritage brands from Japan to other Asian markets, increase Japanese sales through ecommerce in FY2022 and new partnerships

DRIVEN BY ENVIRONMENTAL, SOCIAL AND GOVERNANCE PRINCIPLES

Environmental	<ul style="list-style-type: none">• We minimise our contribution to landfill through the use of recyclable materials in our packaging and through participating in industry funded recycling schemes (Der Gruner Punkt)• We seek to use innovative materials with improved recyclability, degradability and/or reusability• We aim to source ingredients with minimal environmental footprint and those that are grown sustainably
Social	<ul style="list-style-type: none">• We encourage diversity and respect of all sexes, races, religions and cultures amongst our employees, suppliers, customers and other stakeholders• We are committed to providing high quality, effective and ethical products to our customers• We respect and observe internationally recognised human rights and labour practices
Governance	<ul style="list-style-type: none">• We conduct our business with honesty, integrity and transparency• Our diversified board ensures that we comply with regulatory requirements and these requirements are considered when making decision about our business and its stakeholders



THANK YOU

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