

## **Holista Delivers First Shipment of 1,000 Kg of GI Reducer Formula to Leading North American Noodle Supplier, Wing's Food of Canada**

**PERTH/KUALA LUMPUR, March 22, 2018 – Holista CollTech Ltd (“Holista”)** announced today that it has shipped the first 1,000 kg of its proprietary low-Glycemic Index (“low-GI”) reducer to Wing’s Food Products of Canada and is on course to record sales of up to US\$6.0 million of the formula to North America’s largest noodle manufacturer before the end of 2018.

Holista, which is listed on the Australian Securities Exchange, said the transaction was completed by its indirect U.S. subsidiary HolistaFoods USA (“HolistaFoods”) based out of Buffalo, New York and helmed by CEO and celebrity chef, Ms Nadja Piatka.

Holista owns 53% of LiteFoods Inc. of U.S. The latter owns 74% of HolistaFoods Inc. while the remaining 26% is owned by Ms. Nadja Piatka and Nadja Foods. Holista will receive 8% royalties on all sales of HolistaFoods.

This first shipment was made from Malaysia. However, all future shipments would be sourced from India and Canada. The final blending will be done in a Canadian facility approved and certified for food safety and acceptance for consumption by Muslims (Halal) and the Jewish community (Kosher).

This delivery marks HolistaFoods’ entry into the global noodle market. According to Grand View Research, the global pasta and noodles market was valued at US\$59.6 billion in 2016 and is expected to grow at a compounded annual rate of 3.6%. The noodle market the United States, the world’s sixth largest consumer of instant noodles, is itself worth US\$270 million.

In 2016, the World Instant Noodles Association reported 97.5 billion servings consumed around the world. Noodles account for half the world’s supply of wheat compared to 25% for bread.

Developed by HolistaFoods and supported by Diabetes Canada, the patented formula recorded a GI reading of 38 in independent tests by Glycemic Index Laboratories, Inc., well below the global average of 60. The reading indicates the rate in which foods containing carbohydrates raise human blood sugar levels, with a lower score indicating healthier food.

The noodles are endorsed by the Glycemic Index Foundation and follow the guidelines and recommendations of Diabetes Canada.

An 85-gram serving of noodles contains 11 grams of protein, three grams of fibre, zero sugar while being low sodium and cholesterol and provides sustained energy. The noodles cook in just three minutes. The Low-GI formula comprises extracts of okra (ladies’ fingers), lentils, barley and fenugreek – all-natural clean label ingredients, with no artificial ingredients or preservatives.

“We spent the last few months working on this. By local sourcing and blending, we will improve speed, logistics and margins. This will make us more viable and competitive,” said Ms Nadja Piatka.

“We see big possibilities for the low GI noodles in North America, particularly among our current consumers and the Chinese community here. Interestingly, we are now registering strong interest in China for products made here in Canada,” said Mr. Neal Lee, CEO of Wing’s Food Products.



“This is most exciting for us as we benefit in terms of direct royalty payments of all sales via HolistaFoods and also share of profits in the subsidiary company,” said Dr Rajen Manicka, CEO of Holista.

HolistaFoods has successfully tested low-GI formulas for bread and muffins, and is now working on pancakes. Three bread trials are ongoing. A key feature is that the mix can be prepared easily, with no discernible change in taste or texture of the finished product.

**-END OF PRESS RELEASE-**

**About Holista CollTech Ltd**

Holista CollTech Ltd (“Holista”) is a research-driven biotech company and is the result of the merger of Holista Biotech Sdn Bhd and CollTech Australia Ltd. Headquartered in Perth with extensive operations in Malaysia, Holista is dedicated to delivering first-class natural ingredients and wellness products and leads in research on herbs and food ingredients.

Holista, listed on the Australia Securities Exchange, researches, develops, manufactures and markets “health-style” products to address the unmet and growing needs of natural medicine. Holista’s suite of ingredients is capable of serving the industry to provide low-GI baked products, low sodium salt, low fat fried foods and low calories sugar without compromise in taste, odour and mouth feel. It is the only company to produce sheep (ovine) collagen using patented extraction methods.

**About Holista Foods Inc**

Holista Foods is 74% owned by LiteFood Inc of US and 26% owned by Ms. Nadja Piatka and Nadja Foods. LiteFoods Inc is 53% owned by Holista.

For more information on Holista Foods: [www.holistafoods.com](http://www.holistafoods.com)

**About Wing’s Food Products**

Wing’s Food Products (“Wing’s”) is a family business founded in 1953 that began supplying noodles, wraps and sauces to the Asian restaurant industry and has grown to become a major Canadian manufacturer of noodles, wraps and cookies to retail, food service and B2B with operations in Toronto, Ontario and Edmonton, Alberta.

For more information on Wing’s, please visit: [www.wings.ca](http://www.wings.ca)

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