

## ASX Announcement

14 February 2019

# HOLISTA ANNOUNCES 80LESS™ – PROPRIETARY LOW-CALORIE SUGAR REFORMULATION – AS MORE COUNTRIES ANNOUNCE SUGAR TAX

**PERTH/KUALA LUMPUR, February 14th 2019** – Australian Securities Exchange-listed Holista CollTech Ltd (ASX:HCT, **Holista**) is pleased to announce that it has completed and successfully tested 80Less™, a proprietary sugar formulation with a low-glycemic Index (**Low GI**) that is five times sweeter than ordinary sugar, and without any after taste. 80Less™ seeks to address challenges faced by food and drink manufacturers amidst increasing proposals by countries to impose a sugar tax to curb excessive sugar intake which is seen as a major cause of obesity and diabetes.

80Less™ is a physical blend of two internationally approved substances – *Sucrose* (table sugar) and very low levels of *Sucralose* (an intense sweetener derived from sugar cane) – resulting in a low-calorie and low-GI formulation that has taste uniformity in solid or liquid form. 80Less™ can replace sugar in all applications, except as a bulking agent as in sweets and candies, without the loss of sugar's sensory effects. One gram of 80Less™ can replace five grams of sugar. On a gram for gram basis it is significantly cheaper than sugar.

The replacement solution is designed to work well in enhancing flavour and sugar-like sweetness, preserve high-heat stability, and enhance taste profile of food and beverages at a low cost while reducing calories.

80Less™ technology offer the following advantages:

- **Tastes like sugar with** no unpleasant aftertaste. Taste tests conducted by in Malaysia, Singapore, Australia, United States, Canada and Philippines have found it to be comparable to sugar in various formulations.
- **Heat Stable** making it ideal for use in baking, canning, pasteurization, aseptic processing and other manufacturing processes that require high temperatures. In studies among a range of baked goods, canned fruits, syrups, and jams and jellies, no measurable loss of sucralose occurred during processing and throughout shelf life.
- **Help Control Caloric Intake** as it has 80% fewer calories
- **Recommended for diabetics** as it tastes the same of sugar with 80% sugar reduction
- **Long Shelf Life allows** storage stability required for use in all types of foods and beverages. It is stable in acidic products, such as carbonated soft drinks, and in other liquid based products (e.g., sauces, jelly, milk products, processed fruit drinks)
- **Stable in dry applications** such as hot beverage mixes, instant desserts, and table top sweeteners
- **Available in two different grades** - 80Less™ Standard (five times sweeter than sugar) and 80Less™ Premium (40 times sweeter than sugar).
- **No further approval needed in Australia or anywhere in the world** as two ingredients are fully approved worldwide

Holista's CEO, Dr. Rajen Manicka, said: "This unique technology offers a distinct solution to food manufacturers seeking to offer an affordable, healthier product at a time of growing concerns of obesity and diabetes caused by diet including high sugar intake. It is being offered at a time when many countries around the world are introducing a sugar tax based on the level of sugar contained in food and drinks. More important, no regulatory approvals are needed."

Malaysia's new sugar tax will commence in April 2019. It is one of the first countries in Asia to introduce such a tax.

**END OF PRESS RELEASE**

**For further information, please contact:**

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**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.