

16 June 2015

## ASX ANNOUNCEMENT

### **ASX-Listed Holista CollTech Unveils Herring Caviar Fish Oil in Asia; “3rd Generation” Omega 3 Significantly Higher Rate of Absorbing Nutrients**

A “third-generation” Omega 3 supplement sourced from premium Norwegian herring caviar and clinically proven to have significantly higher absorption rate of nutrients than competitors was launched today in Asia by Australian-listed Holista CollTech Ltd (“Holista”).

Biotechnology company Holista, whose PRISTIN brand, which has been the leader of the Omega 3 supplements market in Malaysia for six years, said the premium PRISTIN MOPL® (“Marine Omega Phospholipids”) incorporates caviar from sustainably harvested herring supplied by Arctic Nutrition of Norway.

Arctic Nutrition is a Norwegian biotechnology company that develops and markets premium marine ingredients based on Norwegian spring spawning Herring Caviar Oil through the brands Romega® and MOPL®.

While Omega 3 improves brain function and prevents heart disease, it is not naturally produced by the human body and must be absorbed from diet. The body can only absorb about 15% of Omega 3 contained in traditional (second-generation) fish oil capsules.

PRISTIN's MOPL® uses phospholipids that surround the human cell. Aside to human breast milk, Omega 3 phospholipids occur abundantly in fish roe and have more than twice the absorption rate than high-end fish oils. Its biological composition is more stable and helps consumers avoid rancidity and gastric discomfort.

Ingesting high quantities of phospholipids can improve the heart, the liver, the kidney, the lung and the skin as well as cognitive performance.

To be sold in Asia alongside the current PRISTIN range, Holista – a distributor of natural supplements and wellness products – is positioning it as a premium product in the fast-growing Omega-3 market, estimated to be worth US\$1.6 billion a year currently. Holista has exclusive distribution rights for MOPL® in the ASEAN region.

Dato Dr. Rajen. M, CEO of Holista, said: "The superior health benefits of the phospholipid Omega-3 have been well documented and Holista is pleased to be the first to introduce it in Asia in partnership with Arctic Nutrition which has ensured that the herring roe is sustainably harvested and tested for its nutritional qualities."

"The addition of MOPL to the PRISTIN range is highly strategic, allowing us to extend our market leadership with new innovation as PRISTIN is a key revenue driver. At the same time, we are also looking to have MOPL approved in other countries," Dato Dr. Rajen. M added.

Mr. Hogne Hallaraker, CEO of Arctic Nutrition, said: "The Asian market is of utmost importance to Arctic Nutrition and we recognise that our Herring Caviar Oils have a particularly good fit with the PRISTIN range of fish oils. We look forward to working with Holista and have a positive outlook on the future of MOPL in the ASEAN market."

Jay Stephenson

**COMPANY SECRETARY**

### **About Holista CollTech Ltd (HCT)**

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 Malaysia, Holista is dedicated to delivering first-class natural ingredients and wellness products and leads in research on herbs and food ingredients from Malaysia's rainforest – the oldest in the world.

Holista researches, develops, manufactures and markets "health-style" products to address the unmet and growing needs of natural medicine. It is the only company to produce sheep (ovine) collagen using patented extraction methods, and is on track in nano-nising and encapsulating liposomes for the ovine collagen.

Holista aims to build a world-class company which provides consumers with scientifically enhanced, engineered and tested natural health supplements and consumer products.

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

For further information, please contact us at:

**Corporate Affairs & Business Opportunities**

Dato Dr Rajen M: [rajen.m@holistaco.com](mailto:rajen.m@holistaco.com)

General Enquiries: [enquiries@holistaco.com](mailto:enquiries@holistaco.com)

**Australia**

Level 18, Central Park

152-158 St Georges Terrace

Perth, WA 6000

**P: +618-9278-2736; F: + 618-9288-1842**

**Malaysia**

12th Floor, Amcorp Trade Centre, PJ Tower

No. 18, Persiaran Barat off Jalan Timur

46000 Petaling Jaya, Malaysia

**P: +603 7965 2828; F: + 603 7965 277**

**Media and Investor Relations Enquiries:**

WeR1 Consultants

Ms Sheryl Sim; [sheryl@wer1.net](mailto:sheryl@wer1.net)

Ms Rachael De Foe; [rachaeldefoe@wer1.net](mailto:rachaeldefoe@wer1.net)

**P: + 65 6737 7488**