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## ASX ANNOUNCEMENT

### **Australia-Listed Holista Partners U.S. High Security Printer Sekuworks LLC to Prevent Counterfeit of its Products**

Starting with the launch of the premium herring caviar Omega-3 health supplement, Australian-listed Holista Colltech Ltd ("Holista") will feature for the first time in Asia an anti-counterfeit feature for food, using high-security authentication of Sekuworks LLC, a well-established High Security Printer using currency printing technology.

Malaysia-based Holista and Sekuworks, based in Harrison, Ohio, said in a joint statement that as food counterfeiting rises across Asia, higher levels of security and authentication along the supply chain are needed to protect both brands and consumers.

Innovative counterfeiters have not only faked labels and packaging but also succeeded in cheating using their own holograms. There have also been widespread reports of counterfeit or substandard foods in recent years, including fake meat, seafood and powdered drinks.

Holista, a leading health supplement distributor in Asia, has hence chosen to collaborate with Sekuworks to tag its latest range of premium Norwegian herring caviar Omega-3 supplement distributed under the PRISTIN brand, the current market leader in Malaysia.

A world leader in security and authentication for consumer goods, Sekuworks has leveraged its currency printing experience to develop proprietary intaglio and hologram labels to authenticate products and assets, thus detecting and deterring counterfeiting. Combined with a QR track and trace system, Sekuworks solves issues related to diversion, the gray market, and supply chain.

Gabriel Dukes, Director of Commercial Operations, Asia of Sekuworks said: " According to the International Chamber of Commerce, counterfeit goods globally will exceed US\$ 1.7 trillion in 2015. Over the past 20 years, counterfeiting has grown by 10,000 % globally. Most troubling are the widespread threat counterfeits poses to public health and safety. Today, these counterfeit products are found in the supply chain of many companies and not only on the streets as we assume."

Dato Dr. Rajen. M, CEO of Holista, added: “Today's consumers are aware of the potential for tampering to occur in global production processes, and increasingly desire authentic consumer goods that do not pose health and safety risks. Implementing Sekuworks' technology in our production processes will assure our customers of the premium quality of all our products.”

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 4, 66 Kings Park Road

West Perth, WA 6005

**P: +618-6141-3500; F: + 618-6141-3599**

**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

**About Sekuworks**

Sekuworks LLC is one of the world's leading US-based integrated solutions provider for global brand protection against counterfeit, product diversion and supply chain track and trace management

As the only one of only two NASPO Class One (highest rating for security product industry) company, we acquired USA's most renowned bank note printing company from which we integrated with leading edge supply chain, track and trace software to manage tens of billions of products across the world.

Aside from the obvious need for counterfeit protection in the commercial sector, we are cleared to work with governments across the globe where we produce and track security documents as well as provide billions of custom-duty paid stamps for sales tax, cigarette tax and liquor tax in the USA and Asia.

Our high end security printing technology and customised software which is backed by encrypted military grade servers has proven over the years to deter and in many cases reduce the percentile of counterfeiting for clients from as much as 25% to zero, resulting in savings of billions of dollars.

For more information on Sekuworks : [www.sekuworks.com](http://www.sekuworks.com)

For further information, please contact us at:

**Corporate Affairs & Business Opportunities, Asia**

Gabriel Dukes : [gdukes@sekuworks.com](mailto:gdukes@sekuworks.com)

**M : +6012 2205794**

**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**