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## ASX ANNOUNCEMENT

### **Holista and Swiss Bakery Ingredients Specialist Veripan Announce Major Breakthrough Formulae to Produce Clean-Label White Bread with Lowest Glycemic Index (GI)**

*Holista and Veripan to develop PANATURA® GI, a blend of patented sourdough and patented formulae of okra, lentils, barley and fenugreek. The innovation dramatically reduces the GI for all white flour-based foods such as sandwich bread, muffins and biscuit.*

Holista CollTech Limited ('Holista') is pleased to announce a global scientific breakthrough, validated by a leading Australian university, from a mix of natural ingredients that can significantly reduce blood sugar levels caused by consuming white bread and other bakery products.

The successful clinical study on the ingredients was carried out at a leading Australian university in December 2015, together Holista and Switzerland-based Veripan AG, Europe's largest independent supplier of specialty bakery ingredients.

Holista said the scientifically-based study confirms that white bread mixed with Holista's proprietary GI Lite formulae – made from extracts of okra (ladies' fingers), dhal (lentils), barley and fenugreek – and Veripan's natural sourdough PANATURA® achieved a Glycemic Index (GI) reading of 53, the lowest level ever achieved worldwide in a clean-label white bread.

Currently, only a few nutrition research groups around the world provide a legitimate testing service. The Australian university research team has been at the forefront of GI research for over a decade, and has determined the GI values of more than 2,500 foods.

Following the scientific validation, Holista and Veripan will jointly distribute the PANATURA® GI which will allow the launch of the world's first clean-label low GI White Bread. Australia will be targeted first followed by Europe, North America, China, India and the rest of Asia. The global white bread market is worth USD\$170 Billion.



PANATURA® GI will only incur a marginal increase to the cost of production and the ingredients will comprise approximately 5-7% of the total flour mix.

According to public health experts a sharp rise in consumption of products made from white flour is leading to a potential health epidemic problem known as “metabolic syndrome” which is characterized by obesity, diabetes and heart disease.

GI is an indicator of the ability of different types of foods that contain carbohydrate to raise the blood glucose. The GI values of foods are measured using valid scientific methods such as clinical trials and cannot be guessed at by looking at the composition of the food.

Foods with a high GI score contain rapidly digested carbohydrates that trigger a large and rapid rise in the level of blood glucose, and subsequently, of the insulin level. Experts widely accept that peaks in insulin are directly related to obesity, Type-2 diabetes and risk of heart disease. In contrast, low GI foods contain slowly digested carbohydrates which produce a gradual, relatively low rise in the level of blood glucose, and thus, of insulin.

Dato’ Dr. Rajen. Marnicka, Chairman and CEO of Holista, said: “This is a major breakthrough in food science amidst rising concerns of rising blood sugar levels due to consumption of processed foods including bread, pizzas and noodles. Consumers of flour products can now make healthier choices that do not compromise on taste or quality.”

Mr. Meiert J. Grootes, Chairman of Veripan, said: “This is the best thing since sliced bread. It will create significant opportunities for the global food industry, in particular for healthy and clean-label bakery products. With Holista’s expertise and our business networks, we intend to make available this revolutionary ingredient to food manufacturers around the world.”

Dr. Roscoe Moore, former Assistant Surgeon General of the United States and currently Scientific Advisor of LiteFoods Inc – Holista’s U.S. subsidiary – said the research findings have come at a time of increasing bread consumption which is leading to higher threats of obesity and diabetes. The research findings of the leading Australian university pave the way forward for Holista to promote better carbs.”

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

Holista, listed on the ASX, 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 nanonising and encapsulating liposomes for the ovine collagen.

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

### **About VERIPAN AG**

VERIPAN AG is the largest independent supplier of specialty bakery ingredients based in Europe and was founded in 1992 by three entrepreneurs, being the perfect combination of Research & Development, Production and Sales. Meiert J. Grootes and René Burgermeister are major shareholders of Veripan through their stake in the Swiss Panadoro Group, which is actively developing and implementing pioneering innovations for customers in the global food industry. Chairman and CEO Meiert J. Grootes originates from a family of chocolate manufacturers, representing its seventh generation in the food business.

Veripan is the food design/think tank for the European bakery industry and has the know-how to capitalise global market developments. Veripan specialises in innovative food products, food design and food engineering by creating the next generation of foodstuffs through improved nutritional value, taste, and presentation by the development of new ingredients, recipes and technologies. It is able to supply clients a wide range of tailor-made products that reach new market segments across the globe. Veripan’s main manufacturing hub is located in Switzerland, and also has production facilities in Malaysia, Australia and several European countries. This footprint allows Veripan to adapt products to regional raw materials and local tastes.

For more information on VERIPAN: [www.veripan.com](http://www.veripan.com)



For further information, please contact us at:

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