



PRESS RELEASE

ASX-Listed Holista to Export Low-GI Noodles to China Agreement signed With Express Trading Canada to Sell CND15 Million in First Year, CND30 Million by Second Year

PERTH/KUALA LUMPUR/ONTARIO, 5th July 2018 – ASX-listed Holista CollTech Ltd (ASX: HCT, “Holista”) is pleased to announce its U.S. subsidiary has signed an agreement to export its patented low glycemic index (“low-GI”) noodles to China, the world’s largest noodle consumer. Sales will commence in October 2018, targeting CND15 million in the first year and doubling to CND30 million in the second year.

Holista Foods Inc. (“Holista Foods”) - owned 74% by Holista Colltech, has secured an agreement with Express Trading Canada (“Express”). The first CND3 million in sales has been committed for the three months ending 31 December 2018 (“Q4 FY2018”), targeting supermarkets and restaurant chains in major Chinese provinces and cities.

The agreement marks the second major international order for the low-GI noodles, which recorded a GI reading of 38 in independent tests by Glycemic Index Laboratories, Inc. in Toronto, Canada, compared to a global average reading of 60 for noodles. The low-GI noodles are also endorsed by Diabetes Canada as a healthier food option that does not compromise the taste and texture of noodles.

Holista Foods, which is based in Buffalo, New York, secured a maiden order last February to supply USD250,000 worth of low-GI noodles to Wing’s Food Products (“Wing’s Food”) of Canada. It has a separate agreement to sell up to USD6 million worth of noodles to Wing’s Food in 2018, rising to USD12 million in 2019 and USD25 million in 2020. As Wing’s is the common co-packer, a proportion of the USD6m is a component of the Express CND15 million.

Express, which specializes in exporting Canadian consumer foods and agricultural products to China, has committed to achieving sales of CND30 million by the second year, a condition for securing exclusive distribution rights for the low-GI noodles across all of China. Holista Colltech is entitled to an 8% royalty on all China sales and a 40% share of all net profits of Holista Foods.

Express will sell the noodles in cities across the provinces of Guangdong, Sichuan and Shanxi, as well as the cities of Shanghai, Beijing and Tianjin. Upper-class Chinese consumers, numbering about 150 million, increasingly prefer imported food products following a number of recent food scandals in China.

The low-GI formula may be the first real health innovation in decades for noodles, which account for half the world’s supply of wheat compared to 25% for bread. According to the Journal of the American Medical Association (refer: <https://jamanetwork.com/journals/jama/fullarticle/2633917>), one in two Chinese adults is pre-diabetic. The debut of the low-GI noodles in China represents the first compelling and healthy option available for Chinese consumers.

Ms. Nadja Piatka, CEO of Holista Foods, said: “Express is a long and trusted partner of Holista Foods. Their strong track record and extensive network will facilitate rapid adoption of low-GI noodles in China, the world’s most populous country and largest consumer of noodles.”

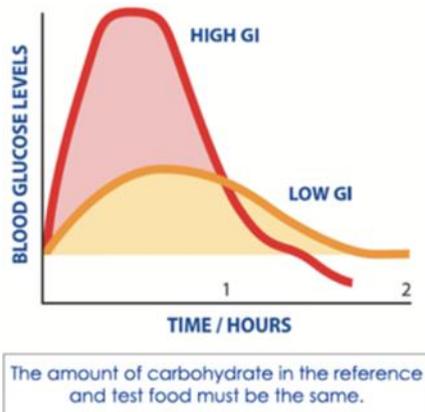
Dr. Rajen Manicka, Chairman and CEO of Holista, said: “We are elated by this major agreement, which will spur growth for the healthy food market in China and the rest of the world. China needs a low-GI version of this staple food. The alarming rise of diabetes in China further strengthens our value proposition for the country’s emerging upper-class population.”

Mrs. Yan Zhou, CEO of Express, said: "Our agreement with Holista Foods represents a huge opportunity in an industry where there has been no major health innovation in decades. Holista Foods' low-GI noodles will disrupt the industry. With the endorsement of Diabetes Canada, I am confident that discerning Chinese consumers will welcome our healthy take on this staple food. Express is committed to achieving the sales target as a prelude to securing exclusive distribution rights for China."

The company continues to develop low glycemic index versions of muffin, pancakes and bread.

-END OF PRESS RELEASE-

Explaining The Glycemic Index (Adapted From Glycemic Index Foundation)



Carbohydrate is an essential part of our diets, but not all carbohydrate foods are equal. The Glycemic Index (GI) is a relative ranking of carbohydrate in foods according to how they affect blood glucose levels. Carbohydrates with a low GI value (55 or less) are more slowly digested, absorbed and metabolised and cause a lower and slower rise in blood glucose and, therefore usually, insulin levels.

There are three classifications for GI:

Individual food portion:

Low: 55 or less

Moderate: 56 – 69

High: 70+

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.

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. It is the only company to produce sheep (ovine) collagen using patented extraction methods and is on track in nanonizing and encapsulating liposomes for the ovine collagen. Holista has suite of ingredients that 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.

For more information on Holista: www.holistaco.com



About Holista Foods, Inc.

Holista Foods is dedicated to developing and delivering clean label ingredients, finished food products and recipe development. The company specializes in next generation food research and development for improved taste and nutritional value.

Under the leadership of Nadja Piatka, Holista Foods is embracing a philosophy of providing great tasting, nutritional food products that will be readily available to all consumers. Nadja's original passion of providing healthy food products to consumers has carried over to low GI food innovations for an even healthier nutritional outcome.

Holista Foods is 74%-owned by Holista Colltech's 54 %-held U.S. subsidiary LiteFoods of which it owns 53%. The remaining shares in Holista Foods are controlled by Nadja Piatka and Nadja Foods. Holista Foods, Inc. is based in Buffalo NY.

For more information on Holista Foods, Inc., please visit www.holistafoods.com

About Express Trading Canada (EPC)

Express Trading Canada is a fast-growing trading company specialized in exporting Canadian agriculture products, consumer foods and nature health products to Chinese market. In addition, EPC offers professional consulting services to help Canadian businesses explore Chinese market through exceptional, personalized and professional services. EPC is proud member of Alberta Food Processor Association(AFPA), a non-profit organization representing all segments of the \$15 billion food and beverage industry. EPC has built exclusive strategic partnership with AFPA to grow their Export China project. EPC has established business connections across major cities/regions in China, such as Shenzhen/Guangdong Province, Chengdu/Sichuan Province, Xian/Shanxi Province, Shanghai, Beijing and Tianjin etc. Well-versed in Chinese importing policies and regulations, EPC provides practical, accurate and responsive exporting services to any companies looking for opportunities to export the products to Chinese market.

For more information please visit www.expresstradingcanada.com

For further information, please contact:

Corporate Affairs & Business Opportunities

Dr Rajen Manicka: rajen.m@holistaco.com

General Enquiries: enquiries@holistaco.com

Australia

283 Rokeby Road

Subiaco WA 6008

P: +61 8 6141 3500 ; **F:** +61 8 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 2777

Media and Investor Relations Enquiries

WeR1 Consultants Pte Ltd

3 Phillip Street #12-01

Singapore 048693

my@wer1.net