



## ASX Announcement

10 January 2019

# ASX-LISTED HOLISTA SECURES NORTH AMERICAN DISTRIBUTION RIGHTS FOR BREAKTHROUGH CLEAN-LABEL FORMULA TO ADDRESS FAST GROWING GLUTEN-FREE MARKET

**PERTH/KUALA LUMPUR, January 10th 2019** – Australian Securities Exchange-listed Holista CollTech Ltd (ASX:HCT, **Holista**) announced today that it has secured North American distribution rights for a clean-label gluten-free formulation developed by Veripan of Switzerland.

The large-scale production of the all-purpose blend is now available to bakeries in North America. Gluten-free products comprise the fastest-growing food intolerance category in the world, having doubled in the past five years due to health awareness, diagnosis of celiac disease and other food allergies.

The North American distribution rights of the formulation were secured by Holista's Buffalo, New-York based subsidiary Holista Foods Inc. (**Holista Foods**) led by Ms Nadja Piatka who previously helped supply healthier baked goods to fast food chains such as McDonald's and Subway.

Gluten-free food made up 2.8 percent of all U.S. food sales in 2013 and grew to 6.5 percent in 2015 according to Statista. That share equalled about US\$13.76 billion in retail sales alone. Today, some 3.1 million Americans follow a gluten-free diet, 72 percent of whom are classified as "PWAGs" - People Without Celiac Disease Avoiding Gluten.

Holista Foods and Veripan researchers have created a natural way to make gluten-free baked goods and bread with better technological and sensorial quality. It is easy-to-handle, does not resemble cake batter, and can be rolled, shaped and baked, boiled or fried without the use of baking pans. The versatility, texture, flavour and mouthfeel of the Panafree blend are what makes it unique.

Panafree is a mixture of water, baker's yeast and tailored gluten-free flours and starches. The dough has a gluten-like structure which makes it possible to entrap the carbon dioxide from yeast fermentation in the dough matrix. Consequently, the resulting gluten-free products are visually appealing and are "delicious and nutritious", targeted not only for celiacs but also for consumers who are health-conscious.

The blend can be used for all types of bread, pizza crusts, flatbreads muffins, cookies, cinnamon rolls, donuts and pasta. It is easy to use in professional bakery equipment, and home baking. The final quality is similar to standard bakery products containing gluten, but without the use of any additives.

The large-scale production of the blend will enable Holista Foods to meet customer volume commitments for 2019 in a market that is projected to be valued at US\$7.6 billion by 2020.

About eight percent of North Americans followed a wheat-free or gluten-free diet as of 2016 while 64 percent of U.S. consumers consider such a diet as very healthy or somewhat healthy. To meet this demand, food manufacturers and retailers are under pressure to bring high quality, differentiated products to the market.

Veripan CEO, Meiert J. Grootes says, “Our innovative Panafree solution is a perfect option for consumers with celiac disease or gluten intolerance. Moreover, health-conscious consumers will be happy because of the better nutritional properties. A growing number of consumers is convinced that gluten causes serious health issues like inflammation and damage in the intestinal tract in our body.”

Ms. Nadja Piatka, CEO of Holista Foods, said: “Our Gluten free blend is considered the third generation of Gluten Free. The first generation of Gluten Free products that appeared on the market several years ago were considered by many as not very appealing. The second generation of gluten free products showed great improvement in taste and texture but were not clean label, contained additives and often too much sugar. We are proud to be the leaders in the third generation of gluten free by offering delicious, natural and healthy gluten free food.”

Dr. Rajen Manicka, Chairman and CEO of Holista, said “the ultimate goal is a gluten free blend that us also low in GI that is also supports the diet of consumers with other intolerances or non-communicable diseases like obesity and diabetes. We have already started working on this.”

#### **END OF PRESS RELEASE**

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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.