

Malaysian Launch of Premium Supplements Using Technology Co-Developed by NASA

ASX Announcement

25 October 2023

Highlights

- Holista has launched its Holista-Nugevity branded plant-based protein supplement “Complete Plant-Based Protein[™]” in Malaysia this month (“Launch”).
- The product is planned to be sold through a leading pharmacy chain with over 600 outlets across Malaysia.
- Holista has an exclusivity agreement with Premium Vitamins and Supplements LLC (“Nugevity”); a Company which develops nutritional technologies with NASA for the US Space Program.
- Holista is also planning to launch a keto and intermittent fasting product, Keto Brew[™], and is intending to sell both the Complete Plant-Based Protein[™] and Keto Brew[™] supplements in Singapore in 2024.

Holista Colltech Limited (ASX: HCT, “Holista” or the “Company”) is pleased to announce that it has launched a premium plant-based protein supplement in Malaysia that is based on technology co-developed by the United States National Aeronautics and Space Administration (“NASA”) for the US Space Program.

Holista-Nugevity branded supplement are being launched in line with the exclusivity agreement Holista has with US-based Premium Vitamins and Supplements LLC (trading as “Nugevity”), to sell its popular supplements in Malaysia and Singapore.



Figure 1. Holista-Nugevity Branded Supplements

Nugevity entered into the Space Act Agreement with NASA to co-develop nutritional technologies for space missions. Long-duration spaceflight has been associated with several health concerns with astronauts being subjected to some of the most stressful environments known to man, both during Earth-bound training as well as in space¹.

Over the past decade these efforts have produced innovative techniques that increase bioavailability, improve product quality, and may soon lead to breakthroughs in countermeasure development. These achievements were recently featured in NASA's prestigious publication, SPINOFF¹.

Holista will have exclusive access to the nutritional technologies and will supply the Complete Plant-Based Protein™ through one of nation's leading pharmacy chains with over 600 outlets across Malaysia and Singapore. The Company will launch a second product, the Holista-Nugevity Keto Brew™ early in January 2024, with plans to launch both supplements into the Singaporean market during the year.

The vitamins and minerals market in Malaysia is estimated to be worth US\$143.9 million in 2023 and is forecast to grow at a compound annual growth rate of 7.44% to reach US\$206 million by 2028, according to Statista².

This announcement has been approved by the Board of Directors.

-ENDS-

About Nugevity

Nugevity was founded to share these discoveries and make them available to clinicians and patients around the world.

Nugevity is also a research and development partner to top doctors, professional and Olympic athletes, and their coaches as well as the military and mission-critical organisations. Nugevity provides unparalleled dietary support for those with the highest standards: people who push their bodies to the limit and demand the most from their diets.

About Holista Colltech Limited

Holista Colltech Ltd ("**Holista**" or the "**Company**") is an innovator in health and wellness solutions based in Perth, Western Australia. It is listed on the Australian Securities Exchange (ASX:HCT).

Holista's core business divisions are Dietary Supplements, Healthy Food Ingredients, Ovine Collagen, and Infection Control Solutions. The suite of health and food related solutions, combines the best of nature and science to address evolving needs in order that people may live better and healthier lives.

Key products include one of the market-leading and best-selling health supplements, low-GI food ingredients used by leading food manufacturers, disease-free ovine collagen, all-natural and non-toxic effective sanitisers for consumers and industrial applications.

Over the years, the Company has successfully developed and patented outstanding technologies in the field of Global Health and Wellness Industry.

Holista is passionate about combining economic success with enriching lives for a sustainable future.

¹ https://spinoff.nasa.gov/Spinoff2012/hm_2.html

² <https://www.statista.com/outlook/hmo/otc-pharmaceuticals/vitamins-minerals/malaysia>

For further information, please contact:

Our Investor Mailing List: investors@holistaco.com

General Enquiries: enquiries@holistaco.com

Australia

283 Rokeby Road Subiaco
WA 6008 Western Australia
Australia
P: +61 412 474 180

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

Global Investor relations and media enquiries:

Brendon Lau, Vantage Point Partners
E: brendon@vantagepointpartners.com.au
M: +61 409 341 613