

9 March 2015

## ASX ANNOUNCEMENT

### FIRST GLOBAL CUSTOMER FOR FOOD GRADE SHEEP COLLAGEN – OVINEX™

Holista Colltech Limited (ASX Code HCT) is pleased to announce it has completed the negotiations for a global supply agreement for its new digestible sheep collagen, marketed as Ovinex™. The first shipment is expected to be released for export in mid April, 2015.

The first global customer is an Asian arm of United States based multi-level marketing company, iGalen, which has placed its first order for 1000 kilograms of Ovinex™ for its 2015 collagen launch to markets across Asia. They are confident that disease-free Ovine collagen will become a daily drink for beauty conscious women everywhere.

This follows the announcement on 18th March – on the first day of the year of the sheep – of the Company's market readiness to produce food grade collagen.

"This is a significant development and it means that our newly refurbished facilities in Collie will be increasingly utilized to make food grade collagen" said Daniel O'Connor, the director of Holista.

"It is clearly a validation of the last 2 years of work to develop this food grade collagen that has a significant benefit over all other forms of collagen" said CEO of Holista, Dr. Rajen Manicka. "We are encouraged by the expectation of the Ovinex™ collagen drink becoming a daily health ritual for many Asian men and women for years to come." he added.

Advantages of Ovinex™ over other collagen sources have included:

- No cultural and religious issues (compared to cows and pigs)
- Traceability (compared to fish )
- Warm blooded (compared to fish)
- Less allergen potential (compared to fish)
- Disease free (Australia is the only continent in the world with disease free sheep as certified by the United States Department of Agriculture)

At a recent launch of the iGalen products in Malaysia, Ms. Halimahtul Lisa Abdul Halim, the director of iGalen said: “One substantial advantage for us is that Ovinex™ has been “halal” certified, which is becoming very important for markets in Asia.”

Holista is now in active negotiations with potential customers of Ovinex™ in China and Thailand. Most Asian markets have anti-ageing rituals which include a daily drink of Collagen. This product will be the most safe mammal-based collagen drink additive available and is expected to be widely sought after.

Jay Stephenson

**COMPANY SECRETARY**

[www.holistaco.com](http://www.holistaco.com)

[www.ovinex.com](http://www.ovinex.com)

[www.igalen.com](http://www.igalen.com)