

**ASX ANNOUNCEMENT**

**CELLMID LAUNCHES EVOLIS PROFESSIONAL PRODUCTS**

**SYDNEY, Tuesday, 14 June 2016: Cellmid Limited (ASX:CDY)** is pleased to advise that it successfully launched its evolis® Professional anti-aging hair care products for salons at Hair Expo in Melbourne, held between 11<sup>th</sup> and 13<sup>th</sup> June 2016.

The launch is the culmination of over 12 months of planning, product development and manufacturing by Cellmid subsidiary, Advangen. The range includes 13 new products, all with the Company's unique FGF5 inhibitor hair growth technology to prevent hair loss and increase hair growth, as well as selected organic anti-oxidants to maximise scalp health and hair condition.

The Australian launch is an important strategic step to fully exploit the benefits of the FGF5 technology in a broad market, and to prepare for the distribution of evolis® branded products internationally. Learnings from the launch will be critical in our upcoming entry to major markets, including the USA.

Cellmid foreshadowed the June launch during its investor briefing on 23 February 2016 (transcript released on 29 February) where early details of the products have been released. In Australia the evolis® Professional products will be made available to hair salons through the Company's dedicated sales team; for in-salon use and resale to retail customers. Sales will commence in NSW, eventually targeting a national network of 400 salon customers in this market test period.

Revenue from the evolis® Professional products is expected to increase gradually, but likely to contribute markedly to the overall Australian target in the medium term. Further details on revenue expectations will be released in the Company's next investor briefing.

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**Cellmid Limited (ASX: CDY)**

Cellmid is an Australian life sciences accelerator with lead programs in multiple disease indications. The Company, through its wholly owned subsidiaries, develops and markets innovative novel therapies and diagnostic tests for fibrotic diseases, cancer, ischemic diseases of the heart and hair loss. Cellmid holds the largest and most comprehensive portfolio of intellectual property relating to the novel targets midkine (MK) and FGF5 globally. Through its Advangen business, Cellmid sells its FGF5 inhibitor hair growth products in Australia and Japan, and expanding distribution in other territories. For further information, please see [www.cellmid.com.au](http://www.cellmid.com.au) and [www.evolisproducts.com.au](http://www.evolisproducts.com.au).

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