18 August 2016

ASX ANNOUNCEMENT

Holista Begins Research and Development with Four Flour and Bread Manufacturers in Asia Pacific to Implement Low-GI Formula

The Board of Directors of Holista CollTech Limited (“Holista” or “the Group”) is pleased to announce that it has begun research trials with four leading flour and bread manufacturers in the Asia Pacific region to use its proprietary Glycemic Index (“GI”) reducer to produce healthier flour or bakery products.

Holista said it has entered into separate non-disclosure agreements (“NDA”) with the four companies. Due to the NDAs, Holista cannot disclose further information on the companies or the exact nature of the research trials.

On 12 January 2016, Holista announced that its Panatura GI® breakthrough natural formula which, when added to white flour, dramatically reduces blood sugar levels without changing the taste or texture of the final product. It recorded a GI reading of 53 in tests at the University of Sydney, the lowest-ever for a “clean-label” white bread. The formula comprises Panatura and Holista’s blend of okra (ladies’ fingers), dhal (lentils), barley and fenugreek.

On 12 July 2016 Holista announced that it had formed Holista Foods LLC a 51-49 U.S. joint-venture with Nadja Foods LLC – headed by celebrity food expert, Nadja Piatka – to promote the low-GI formula for white bread and baked products in North America, a market estimated at US$37 billion and growing at 2% a year.

Holista also achieved a GI reading of 48 for muffins – the lowest-ever clean-label reading for this product category – at GI Labs, a nutrition research organisation in Toronto, Canada.

Baked goods are the top source of high-GI foods in the modern diet. GI values indicate the rate and level at which different carbohydrate-based foods increase blood glucose and insulin. High-GI foods are rapidly and easily converted to sugar, causing spikes in blood sugar levels that lead over time to heart disease, diabetes and obesity.

Medical and food science experts are increasingly concerned that the rising consumption of white flour-based products in the U.S. – which has high obesity rates – may lead to a health pandemic known as “metabolic syndrome”. Symptoms include obesity, Type-2 diabetes and heart disease.
Dr. Rajen Marnicka, Chairman and CEO of Holista, said: “Getting food and bread manufacturers on board for research trials is part of the last but most important piece of the puzzle in the quest to bring customers healthier baked products. Since its launch earlier this year, our low-GI reducer has received tremendous interest from the Asia Pacific market. The trials with the four companies constitute a significant step in the fight against obesity and we hope to see our ingredients used by consumers in the near future.”

Jay Stephenson
COMPANY SECRETARY

About Holista CollTech Ltd (HCT)

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. It is the only company to produce sheep (ovine) collagen using patented extraction methods, and is on track in nanonising 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, odor and mouth feel.

For more information on Holista: www.holistaco.com

About Nadja Foods

Nadja Foods supplies great-tasting healthy snacks and desserts to the food service industry, restaurant chains and retail stores under private label and brand products. Customers have included Subway Restaurants®, McDonald’s®, Sodexo®, Wegmans®, Price Chopper, Tops, schools, healthcare facilities and others. Manufacturing facilities are located in the U.S. and Canada.

Nadja Piatka is founder and President of Nadja Foods. Its reputation for producing great tasting healthy food resulted in the creation of innovative successful products for leading fast food restaurants – McDonald’s and Subway. Nadja has appeared on many TV shows, including the Oprah Winfrey Show and The Big Idea with Donny Deutsch.

For more information, visit www.nadjafoods.com
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