

20 February 2018

Q&A Update on Low GI White Bread

Holista CollTech Limited (The Company) (ASX: HCT) wish to provide an update on the commercialization of our low Glycemic Index (GI) white bread which was announced on 12th January 2016. The Company has received a number of questions about the product which the four main frequently asked questions are detailed below:

Why does the commercialization process take so long?

Traditional white bread has the highest GI score of baked products as the wheat flour in it is higher refined and purified to make it softer and easier to chew.

Our ingredient mix for white bread is a very complex product and takes time to develop into a commercial product for two main reasons:

1. The global white bread market will not accept changes to the look and feel of white bread. The white bread must have a smooth taste and a high density combined with a soft and elastic crumb that must remain as the GI score goes down.
2. In every regional market, each bakery has its own secret recipe and processing. This means that our specialist ingredients must be tested individually with each of their white bread lines, so they can reduce the GI without affecting any of the other attributes in the products.

Is the technology valid?

The Company confirms that the technology is valid and has had successful outcomes from more recent trials not only with white bread, but also low GI muffins, biscuits, noodles and pizza.

On 14th February 2018, the Company made an ASX release detailing the first significant order which has evolved from these trials. This was a low GI noodle product that obtained a score of 38 – one of the lowest scores ever recorded. The product will be manufactured and distributed by Wings, one of the largest noodle manufacturers in the USA.

The Glycemic Index (GI) is a relative ranking of carbohydrate based on how they affect blood glucose levels. Carbohydrates with a low GI value (55 or less) are more slowly digested, absorbed and metabolised. These carbohydrates cause a lower and slower rise in blood glucose, and therefore insulin levels.

For more information: <https://www.gisymbol.com>

What are the next steps?

There is a huge movement to “clean label” products world over. Large-scale bakery companies would want to offer a clean-label low-GI white bread. **“Clean label” is about having only natural ingredients and no artificial additives which require approvals from the FDA.** Launching the first clean-label white bread remains a priority for our licensee partners, who have been in trials of these products for more than 12 months.

We are also working closely with Professor Jennie Brand-Miller and her team at the University of Sydney and the Glycemic Index foundation. They have been very insightful.

For personal use only



We have been and will be participating in five separate laboratory and field tests with leading bread players in Australia, Asia, the United States and Europe. All of these trials should be complete by the end of June 2018.

When do you expect success?

Once the evaluation period and the acceptance process are completed, we may see the larger bakeries schedule these as product lines from June this year which would lead to the introduction of new Low-GI white bread products in stores and bakeries throughout Asia, Europe and the USA by August of 2018.

-Ends-

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.

For further information, please contact:

Corporate Affairs & Business Opportunities

Dr Rajen Manicka: rajen.m@holistaco.com
General Enquiries: enquiries@holistaco.com

Australia

283 Rokeby Road
Subiaco WA 6008
P: +61 8 6141 3500 ; F: +61 8 6141 3599

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

Media and Investor Relations Enquiries

WeR1 Consultants Pte Ltd
3 Phillip Street #12-01
Singapore 048693
Asha Devi, ashadevi@wer1.net; P: + 603 2731 9244
Roshan Singh, roshansingh@wer1.net; P: +65 67374844

For personal use only