

ASX ANNOUNCEMENT

TRANSCRIPT OF CELLMID INVESTOR BRIEFING

SYDNEY, Monday, 29 February 2016: Cellmid Limited (ASX: CDY) held an investor briefing via a broadcasted telephone conference on Thursday, 25th February 2016.

Cellmid CEO, Maria Halasz, provided an overview of the Company's progress to 31 December 2015 and the future plans for the Company's consumer health division as follows:

- An increase of 108% in revenue across the Consumer Health Division at over \$1.2 million for H1 FY2016 compared with the same period last year (FY2015: \$582K).
- Completion of the brand building activities and commencement of the advertising campaign to drive customer traffic to pharmacies in Australia.
- Planned launch of the évolis® Professional range in Australia, which has 13 products for salons, in June 2016.
- Cellmid's Japanese sales continued to strengthen at \$949K, a 133% increase from the same period in the previous year (2015: \$407K).
- évolis® concept store in Tokyo planned to open in late CY2016. Other Japanese retail opportunities are expected to start from the last quarter on FY2016.

Ms Halasz also discussed global plans for the consumer health business for 2016 and beyond, which include expansion through partnerships into Asia and the USA.

- Expansion into the USA is well advanced and in the process of securing distribution partnerships before the end of FY2016.
- US évolis® product range completed based on the évolis® ONE formulation, which is subject to our recent patent application.
- Multiple distribution opportunities are explored in China for the Australian manufactured évolis® and Japanese manufactured Jo-Ju® brands.
- All trade mark registration applications and requisite regulatory work filed in the US and China.

Ms Halasz has answered audience questions on the China & USA market opportunities, capital raising plans, the new salon range and the responses received from medical practitioners on the évolis® product range.

The transcript of the telephone conference can be accessed here:

<https://cellmid.box.com/InvestorBriefingTranscript>

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Cellmid Limited (ASX: CDY)

Cellmid is an Australian life sciences company with lead programmes in multiple disease indications. The Company is developing innovative novel therapies and diagnostic tests for cancer and inflammatory diseases. Through its wholly owned subsidiaries, Advangen Limited and Advangen Inc., Cellmid also develops and sells FGF5 inhibitor hair loss products. Cellmid holds the largest and most comprehensive portfolio of intellectual property related to the novel target midkine and midkine antagonists globally. The Company's most advanced development programmes involve using its anti-midkine antibodies in addition to commercialising midkine as a biomarker for the early diagnosis and prognosis of cancer. For further information please see www.cellmid.com.au and www.evolisproducts.com.au.

Advangen Limited and hair growth products

Advangen Limited is Cellmid's wholly owned subsidiary engaged in the development and sale of anti-aging hair care products. Advangen has a range of FGF5 inhibitor hair growth products which are sold in Australia, Japan, China and Taiwan. Concurrently, Advangen has been developing midkine, a growth factor, for hair loss utilising its anti-apoptotic effects. Advangen has a rich portfolio of hair growth and anti-aging hair care assets which include formulations of products on market, trademarks, patents and patent applications, proprietary assays and manufacturing processes.

Midkine (MK)

Midkine is a growth factor that is highly expressed during embryonic development. Midkine modulates many important biological interactions such as cell growth, cell migration and cellular adherence. These functions are relevant to cancer, inflammation, autoimmunity, ischemia, nerve growth/repair and wound healing. Midkine is highly anti-apoptotic protecting cells from dying. It is this mechanism of action that is thought to be responsible for midkine's ability to regenerate hair growth in various models of the condition.