

VRI BioMedical

bringing science to wellness™

VRI SUCCEEDS IN REGISTERING PROGASTRIM™ IN SINGAPORE, ALLOWING MARKETING AND DISTRIBUTION TO COMMENCE.

VRI BioMedical today announced that it has had approval from the Health Sciences Authority (HSA) to sell its probiotic product, Progastrim™, in Singapore. This approval allows VRI's distributor in Singapore, Hengzi Technology Investment Pte Ltd to commence marketing the product to potential customers such as health food stores, hospital pharmacies and healthcare professionals in Singapore.

The claims allowed by the HSA for Progastrim™, which is a listed product on the Register of Therapeutic Goods in Australia, are similar to those under which it is sold in Australia.

Specifically, the allowed claims are: *“Progastrim™ probiotic capsules contain a special strain of Lactobacillus fermentum of human origin that is effective in stabilizing and maintaining an optimal intestinal flora. Proprietary formulation guarantees that more active organisms are delivered to the lower digestive system for maximum benefit. Promotes good gastrointestinal health & supports a healthy immune system. Helps maintain desirable gastrointestinal comfort by inhibiting intestinal pathogens.*

VRI sees Singapore as a very strategic market for its products. Whilst Singapore's population is only four million people, it is seen to be an important gateway into the region. The Health Sciences Authority of Singapore is one of the leading regulatory authorities in the South East Asia region, and as such plays a strategic role in influencing purchasing patterns of consumers of health supplements in the region. VRI is therefore encouraged that its plans for achieving distribution of its products globally, commencing in Australia and South East Asia, are very much on track and realistic, and achievable within a reasonable time frame.

Hengzi's Director of Business Development, Ms Lim Linbert, commented that she is very excited about the potential success of Progastrim™ in Singapore and the South East Asian region. “Progastrim™ has been enthusiastically received by potential customers that Hengzi has spoken to over the past few weeks. Now that the HSA has approved the claims, Hengzi is committed to driving sales through a number of potential channels in Singapore, and to commence registration in other countries, particularly Malaysia and Thailand, on behalf of VRI.”

Hengzi Technology Investment Pte Ltd was incorporated in Singapore in Nov 1999 with a vision of developing markets through innovative marketing, selling, and distribution

strategies that would establish a sustainable customer partnership in the areas of medical devices and pharmaceutical specialty products in the Asia Pacific Region. The company's management team has extensive experience in pharmaceuticals, medical devices, supplies and equipment marketing in Singapore and the Asia Pacific Region. The team has an excellent track record in developing markets and procedures for new products, attaining rapid market share capture for existing lines while maintaining a profitable growth for the organization.

VRI BioMedical is an Australian biotechnology company "bringing science to wellness™", by commercialising a range of probiotic products for health maintenance and disease prevention, founded on robust scientific and clinical research.

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