



Holista CollTech Limited

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ASX Announcement

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APPOINTMENT OF DISTRIBUTOR FOR LOW-GI PASTA FOR CANADA

Holista CollTech Limited (**Holista**, or **the Company**) wishes to announce that its U.S. subsidiary Holista Foods has appointed Hilary's Salesmaster (**Hilary's**) as its exclusive distributor for Canada for its low glycemic index (**low-GI**) pasta products.

Hilary's distributes to major health, retail and convenience store outlets and has a full line of healthy bars, healthy beverages along with the 5-Hour Energy Drink – the leading energy drink in North America. With roots dating to 1951 as an importer of health and beauty products from Europe, Hilary's has developed a strong presence in the Canadian retail market over the past decades. It currently covers all food, drug, mass, convenience, gas, food service and health food retailers serving 36.8 million Canadians.

Hilary's will maximize its extensive distribution network across Canada and strong sales staff infrastructure to help Holista Foods expand the market for a range of low-GI pasta products. Hilary's services its customers through direct and wholesale channels. It handles all regulatory, labelling, marketing and full distribution from its 80,000 square foot facility just north of Toronto. The experienced sales team has strong coverage in the major health account sector across Canada as well as complete sales coverage with major retail and convenient store outlets

As previously announced, Holista Foods had developed, in collaboration with Wing's Foods of Canada, a line of low-GI pasta. The pasta – supported by Diabetes Canada and validated by independent tests carried out by Glycemic Index Laboratories, Inc – recorded a GI reading of 38, well below the global average of 65.

The GI indicates the rate in which foods containing carbohydrates raise human blood sugar levels, with a lower score indicating healthier food. A high carbohydrate diet is linked to diabetes, heart disease, obesity, poor energy levels, food cravings and drowsiness.

"All of us at Hilary's are excited to be working with Nadja Piatka and Holista Foods and look forward to the launch across Canada. The long-term potential is right on trend in providing health-conscious consumers a delicious and nutritious pasta that is a good source of protein and fibre and yet has a low-GI reading," Mr. Michael Shortly, Sales Partner and VP of Sales Mr. Yvon Bourgeois for Hilary's.

"I have worked with the team at Hilary's and am most impressed by their professionalism and successful track record. I am confident that their on the ground sales force and established distribution network will help make our low-GI range a success in the Canadian market with the approval of the French/ English label. 2019 will be an exciting year for this market" said Ms Nadja Piatka, CEO of Holista Foods.

ENDS



For further information, please contact:

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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.