

21 February 2017

Bioxyne to Access Chinese Market for Online Sales via JD.com

Announcement highlights:

- **Quality Brands International Direct (QBID) to supply and market up to five of Bioxyne's consumer probiotic products (containing PCC®) into China via ecommerce channel, JD.com**
 - **First products to be sold are Progastrim® (gastrointestinal and immune health) and proTract® for atopic dermatitis/eczema**
 - **Agreement is in line with Bioxyne's stated strategy to move products into the rapidly developing Chinese dietary supplement market**
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Bioxyne Limited (ASX:BXN) is pleased to announce that it has executed an agreement with Quality Brands International Direct (QBID) to supply and market Bioxyne's probiotic products - Progastrim® which targets gastrointestinal and immune health, and proTract® for atopic dermatitis/eczema - in China using the on-line e-commerce platform JD.com starting in Q2, 2017.

With 155 million active customer accounts, JD.com, headquartered in Beijing, is one of the two largest consumer internet retailers in China by transaction volume and revenue, and is ranked in the Fortune Global 500 companies.

QBID is an Australian company that provides a one-stop online shop for commercial entry of Australian products into several markets including China, India and the Middle East. QBID's eCommerce platforms are managed by a team of commercial, regulatory, marketing and logistics experts.

Under the agreement, QBID will provide translation of Bioxyne's marketing materials into local language; engagement with customers through a range of media channels, handling of logistics and regulatory requirements.

Bioxyne's Chairman, Mr Tony Ho, said, "We are excited with this agreement as China is clearly an important market for us - the demand for dietary supplements, including probiotics, is growing rapidly there. Bioxyne's entry into the Chinese market is a major milestone in our strategy to develop and market our own range of products to consumers. Following a successful launch into China, we would expect to expand into other markets over time."

QBID's Director, John Kilborn said, "QBID is very pleased to welcome Bioxyne to the group of companies that we are taking to the China eCommerce market. Bioxyne's probiotic products represent a unique and exciting opportunity to bring an Australian developed and trialled probiotic to benefit the health of Chinese consumers. We look forward to working with Bioxyne to make their Chinese product launch a success."

Bioxyne will supply up to five products that will be marketed through the QBID online portal in JD.com. The initial products will be the two products that Bioxyne registered with the TGA's Register of Therapeutic Goods, and launched in Australia in Q4 2016. Bioxyne is in the process of developing further products based on its proprietary probiotic, PCC®, for launch in Australia and China in 2017.

The terms of the deal are commercial-in-confidence.

Guy Robertson, Chief Operating Officer, Bioxyne Limited
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About Bioxyne

Bioxyne Limited (ASX:BXN) is an Australian life sciences, health and medical technologies company (originated as VRI Biomedical Ltd in 2000) with a focus on immune health and immunotherapeutic products.

Bioxyne has a strategic investment in the consumer dietary supplements and functional foods markets through its proprietary probiotic, *Lactobacillus fermentum* PCC®. Bioxyne is a company creating value for consumers and investors by delivering safe and effective solutions.

Bioxyne's focus is currently on the company's probiotic business and proprietary product *Lactobacillus fermentum* PCC® which is supported by a manufacturing and distribution agreement with Chr. Hansen (Denmark) a global leader in the manufacturing of natural food additives and supplements products for the food, health, pharmaceutical and agriculture industries.

Bioxyne also has a distribution agreement with Nu-Skin Enterprises (USA) a successful worldwide multilevel marketing company who pride themselves in offering only quality solutions to their customers.

For more information on Bioxyne, please visit www.bioxyne.com.