



PRESS RELEASE

ASX-listed Holista Secures Global Rights For Emulin®, Breakthrough “Carb Manager” Developed By Two Nobel Prize Nominees

PERTH/KUALA LUMPUR, 9th August 2017 – Holista CollTech Ltd (ASX: HCT, “Holista” or the “Group”) said today that it has secured global rights of an all-natural carbohydrate manager developed by two Nobel Prize nominees that has proven successful in combating obesity and diabetes.

Australian Securities Exchange-listed Holista, which had secured Asia-only rights for the patented plant-based combination in February 2015, will now have global ownership for the brands Emulin®, Emulin+® and GC7X coming from United States Patent Numbers 7943164 and 8198319.

The combination was discovered by two Florida-based scientists, Daryl Thompson (a biochemist) and Joseph Ahrens (a physiologist) while they were earlier attached to the Florida Citrus Board. They went on to identify three chemicals that emulate insulin (hence, the name Emulin®). These chemicals compound synergistically to act on all the seven key points that carbohydrates interact in the body.

Clinical studies have shown that Emulin® can remove excess carbohydrates, thereby improving blood sugar regulation, blood lipid profiles and sustained weight loss. A clinical study published in the Journal of Medicinal Plants showed that Emulin® is slightly superior to metformin – the most prescribed diabetic drug in the world – without the side effects associated with it. Amazingly, when combined with metformin, Emulin® does even better by reducing blood sugar by 33%.

Another clinical study of 120 patients over 90 days in West Virginia has just been completed and the results are being prepared for a peer reviewed scientific publication. Initial results are extremely promising.

Emulin® is currently distributed by network marketing company iGalen, which sources all its biopharmaceutical products from Holista. To date, based on sales of at least 10,000 bottles of this single product, iGalen has recorded sales of approximately US\$2.7 million (AU\$3.4 million) in the first six months of the latter’s launch.

With the global rights, Holista intends to work on international markets where diabetes is a growing problem, including India and China.

Holista acquired the global rights from patent owners, Florida-based ATM Metabolics LLC. Its CEO Joseph Ahrens, said: “Emulin® will work even better when used in conjunction with a low carbohydrate diet. This a vital part of our food supply. It has been stripped off by modern agricultural practices and food processing. We need to add this back as we take too much carbohydrates, especially of the refined type. If this compound had been discovered 50 years ago, it would have been classified as a vitamin.”

“This science goes beyond just blood sugar management. Emulin® is a carbohydrate chaperone. It totally manages the negative effects of excessive sugar and starch intake,” said Daryl Thompson.

“The technology behind Emulin® is similar to the core work that we have been doing with the low-GI bread and low-GI sugar that we are pioneering and bringing to market. In a world where diabetes and obesity is becoming endemic, the drug-like effects of Emulin® minus the side effects would be a great benefit,” said Holista CEO Dato’ Dr Rajen Manicka.

The Emulin® story has been featured in the American media with airtime on ABC, CNBC, FOX and other channels.

For more info: www.atmmetabolics.com



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About Holista CollTech Ltd (HCT)

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. It is the only company to produce sheep (ovine) collagen using patented extraction methods, and is on track in nanonizing and encapsulating liposomes for the ovine collagen. Holista has suite of ingredients that 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.

For more information on Holista: www.holistaco.com.

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