

Holista Foods Inc. to manufacture and distribute “Clean-Label” Gluten-Free Flour Blend into USA and Canada

- **Holista Foods Inc., extends food ingredient offering to include gluten-free flour into USA and Canada**
- **Mark Christiano, formerly global baking specialist for Subway Restaurants, leads the development of gluten free flour range for Holista Foods Inc**
- **Share Purchase Plan update**

Holista CollTech Ltd (Holista)(ASX Code: HCT) is pleased to announce its indirect subsidiary, Holista Foods Inc.¹, has secured exclusive rights to manufacture and distribute a unique clean-label² (natural) gluten-free flour blend in North America - the largest market for gluten-free products which is projected to grow to US\$7.6 billion globally by 2020 according to market researcher, Statista 2016.

Holista’s U.S. subsidiary, Holista Foods Inc., will produce and market the formulation with lower calories/carbohydrates, less sugar. With no additives, improvers, enzymes or gums, it is kosher, vegan and is non-GMO.

Researched and developed by Veripan AG of Switzerland, one of Europe’s largest independent suppliers of bakery products, the gluten-free formula will be sold to North American bakeries and groceries. Sales on Amazon, the global e-commerce platform, will commence from September 2018.

The target market for gluten-free products includes those suffering from celiac disease or gluten sensitivity as well as health-conscious consumers who are seeking more specialised dietary products amidst rising food allergies.

According to the Statista data, 8% of people in North America followed a wheat-free or gluten-free diet as of 2015. The primary consumer reason behind following a gluten-free diet was to assist with managing a gastrointestinal gluten allergy. Today, some 3.1 million Americans follow a gluten-free diet, of which 72% is classified as "PWAGs" – people without celiac disease avoiding gluten. PWAGs have risen steadily over the past five years amid increasing public suspicions of health problems brought on by gluten sensitivity.

The Holista Foods GF Flour Blend will be produced in the United States to supply the local market. Gluten-free food comprised 2.8% of all food sales in the United States in 2013 and rose to 6.5% in 2015, or about US\$13.8 billion in retail sales alone. Conventional stores were the most important distribution channel for gluten-free products in 2015 in the United States with sales amounting to US\$2.8 billion according to Statista.

¹ Holista Foods Inc. is a subsidiary of Lite Foods Inc, a controlled entity of Holista Colltech Limited

² The term “Clean-Label” refers to food products which have achieved their claims without chemical alteration or additives.



“The versatility of the GF Flour Blend makes it unique in baking. Bakers can form gluten-free dough, not batter, that can be rolled, shaped and baked, boiled or fried without using baking pans,” said Mr. Mark Christiano, VP of R&D, Holista Foods. He was previously Global Baking Specialist for Subway Restaurants who introduced gluten-free products to the sandwich chain. “It can be used for all types of bread (artisan and pan), pizza crusts, flatbreads muffins, cookies, cinnamon rolls, donuts, and can even be used to make pasta.”

Ms. Nadja Piatka, CEO of Holista Foods Inc., said, “We are excited to have this high quality-healthy and delicious gluten free offering. Holista Foods has recognised that the consumer demand for gluten free products keep growing and we have positioned Holista Foods to meet that demand with our high-volume production capabilities”

“This is a red-hot segment and we now want to be able to develop a low GI gluten free product range that would be a compelling differentiation in this space. We are servicing the same audience whom we have been working with the last 3 years in the United States. It is the same distribution route” said Rajen Manicka, CEO of Holista Colltech.

Share Purchase Plan

Holista announced on 22 June 2018 its Share Purchase Plan (SPP) for all eligible shareholders as at 21 June 2018. Rajen Manicka commented, “the Company is delighted with the current level of interest and the strong support it is enjoying from shareholders participating in the SPP and funds received”

The SPP entitles eligible shareholders to purchase up to \$15,000 of new ordinary shares in Holista at an issue price of 7 cents per share. Participation in the SPP is entirely voluntary.

The SPP is capped at \$2,800,000. The SPP is currently scheduled to close on 27 July 2018, however the Company reserves the right to close the SPP at any time before that.

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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.

About Holista Foods Inc.

Holista Foods Inc. is an American registered indirectly controlled entity of Holista that commercialise all Holista patents in North America.

For more information on Holista: www.holistaco.com

For more information on Holista Foods: www.holistafoods.com



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