

**ASX Announcement****27 November 2019****REGULATORY CLEARANCE RECEIVED AND APPOINTMENT OF DISTRIBUTORS**

- **REGULATORY CLEARANCE OBTAINED FOR THE SALE OF 80Less™**
- **APPOINTMENT OF DISTRIBUTORS IN U.S. AND CANADA FOR PROPRIETARY 80LESS™ LOW-GI & LOW-CALORIE SUGAR**

**PERTH/ONTARIO/EDEN PRAIRIE (U.S.A), 27 NOVEMBER 2019** – Australian-listed Holista CollTech (ASX:HCT, **Holista**) announced today that it had obtained the necessary clearance for the sale of its proprietary low-calorie sugar, *80Less™* in the United States and Canada.

The company further confirms the appointment of ‘All Gold Imports’ and ‘Mid-America Marketing’ (**MAM**) as its exclusive distributors in Canada and the United States, respectively.

*80Less™* is a proprietary blend of two internationally approved substances – Sucrose (table sugar) and very low levels of Sucralose (an intense sweetener derived from sugar cane) – that results in a low-calorie and low-GI formulation that has taste uniformity in solid or liquid form. It can replace sugar in all applications, without the loss of sugar’s sensory effects.

Holista intends for *80Less™* to address the growing concerns about diet-linked obesity and diabetes in North America by offering manufacturers a lower calorie sugar replacement.

According to the Center For Disease Control (**CDC**) of the United States Americans should keep their intake of added sugars to less than 10% of their total daily calories as part of a healthy diet. For example, in a 2,000 daily calorie diet no more than 200 calories should come from added sugars.

Americans, aged 6 years and older, consumed about 14% of total daily calories from added sugars in 2003–2010. The leading sources of added sugars in the US diet are sugar-sweetened beverages, grain-based desserts like cakes and cookies, candy, and dairy desserts like ice cream. Reducing the sugar in these products is a major effort of the food industry.

One gram of *80Less™* can replace five grams of sugar without compromising taste. On a gram-for-gram basis, it is significantly cheaper than sugar, apart from being healthier than traditional sugar. Several countries, including Malaysia, have imposed sugar taxes to curb sugar intake to reduce the long-term health impact of obesity and diabetes.

*80Less™* is the second low-GI product from Holista to have secured international market acceptance after *GI Lite™*, a patented formula used in a range of flour-products including noodles, flatbreads such as roti canai and chapatti and tapioca starch balls or ‘pearls’ used to produce the popular Bubble Tea beverage.

**Appointment of Distributors**

Dato’ Dr Rajen Manicka, Founder & CEO of Holista, said, “The appointments of two well-established distributors will allow Holista to accelerate its market reach in North America amidst growing concerns of diabetes and obesity that is caused by high sugar intake. In fact, sugar reduction is in one of the biggest food trends on the planet. Thus, we are pleased to have All Gold Imports and Mid-America Marketing as our partners for *80Less™*.”

All Gold, established since 1899 and currently managed by the fourth generation of the founder, is one of Canada's premier importers of commodities of industrial food manufacturers, sourcing over 100 products from 32 countries.

Mid-America Marketing is a third-generation family-owned business that specialises in representing private labels and partners with different types of food and general merchandise. It has strong industry ties and has an excellent track record in helping companies achieve massive sales growth.

## END OF PRESS RELEASE

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#### About Holista CollTech Ltd (Holista)

Holista is a research-driven biotech company, the result of a merger between Holista Biotech Sdn Bhd and CollTech Australia Ltd. Headquartered in Perth and with extensive operations in Malaysia, the company is dedicated to delivering first-class natural ingredients and wellness products globally. Holista is a leader in the research of herbs and ingredients for the making of healthier food.

Listed on the Australian Securities Exchange (**ASX**), Holista researches, develops, manufactures and markets "health-style" products to address the unmet and evolving needs of natural medicine. Holista's suite of ingredients, among other things, includes low-GI baked products, reduced-sodium salts, low-fat fried foods and low calories sugar without compromising taste, odour and mouthfeel. Holista remains the only company to produce sheep (ovine) collagen using patented extraction methods.

For more information, please refer to <http://www.holistaco.com>

#### All Gold Imports Inc. (All Gold)

All Gold's product experts continually maintain contact with the growers and processors from each producing region around the world to understand prevailing market conditions. Changing weather patterns, global supply and demand, crop conditions, pricing and logistical challenges are only a few of the variables in an ever-complex equation. From field to your factory floor, we scrutinise every detail, filter the market intelligence and share the information with you, the end-user, in order to make timely decisions on procurement.

# HOLISTA COLLTECH

With warehouses throughout North America and Australia, product is stored in appropriate temperature-controlled environments. We handle all components of logistics; from ocean transport to customs clearance and warehousing thereby allowing you to focus on your strengths...manufacturing.

We ship full container loads delivered to your door, or you can pull from our inventory on a J-I-T basis in minimum quantities of 1 pallet.

All Gold has the solution to your procurement and logistics challenges.

For more information, please refer to <https://allgold.ca/>

## **About Mid-America Marketing**

Founded in 1979, Mid-America is proud to be a third generation, family-owned business. We are an award-winning sales rep company that partners with a variety of food and general merchandise manufacturers. We are private label experts. Our strong relationships, tireless pursuit of results, and desire to put customers above all else helps create huge sales growth for vendors, retailers and wholesalers.

For more information, please refer to <https://www.mam-marketing.com/>