



ASX Announcement

26 August 2019

LOW GI NOODLES GRANTED REGULATORY APPROVAL IN SOUTH KOREA. FIRST CONTAINER PURCHASE ORDER RECEIVED.

- **Korea is the 8th largest noodle market in the world**
- **Low GI noodles to serve increasing demand as diabetes and obesity rates increase rapidly in South Korea**

Holista Colltech Limited (HCT) is pleased to announce that its patented low Glycaemic Index noodles has been granted regulatory approval in South Korea. This is been followed by a purchase order of one 20-foot container worth A\$21,368.

HCT owns 53% of LiteFoods which in turns owns 74% of HolistaFoods. HCT is in the process of fully acquiring LiteFoods and HolistaFoods. This will be completed by the December quarter of 2019.

HolistaFoods has been working with HWH Global of Korea to obtain the approval. HWH Global also placed its first purchase order. HolistaFoods and HWH are now working out a business plan. HWH Global is a company that sells innovative products to members though its affiliate platform.

Diabetes and its complications have become a major cause of morbidity and mortality in South Korea. The prevalence of diabetes in South Korea has increased six- to seven-fold from 1.5% to 9.9% in the past 40 years. The prevalence of impaired fasting glucose in South Korea also increased to about 20% in 2009. The International Diabetes Federation has estimated that the prevalence of diabetes globally will rise to 11.4% in 2030¹.

The South Korean government has been alarmed that the rate of obesity in South Korea has steadily risen from 26 per cent in 1998 to 31.7 per cent in 2007 and upwards to 34.8 per cent in 2016².

The Organisation for Economic Cooperation and Development (**OECD**) has predicted that South Korea's obesity rate will double in 2030 and will continue to grow at this pace.

South Korea is the 8th largest noodle market in the world with 3.82 billion servings in 2018 according the World Instant Noodle Association.

Developed and patented by Holista Foods Inc., the low-GI noodles recorded a GI reading of 38 in independent tests conducted by Glycaemic Index Laboratories, Inc. of Toronto, Canada, well below the global average of 65. The GI reading indicates the rate in which foods containing carbohydrates raise human blood sugar levels, with a lower score indicating healthier food.

¹ Diabetes Metab J. 2018 Oct; 42(5): 377–379.

² <https://idf.org/our-network/regions-members/western-pacific/members/106-korea.html>

A 57-gram serving of HolistaFoods' noodles contains 8 grams of protein, 3 grams of fibre, zero sugar, while its low sodium and cholesterol levels provides sustained energy and controls carbohydrates. The HolistaFoods noodles have been endorsed by Australia's Glycemic Index Foundation and follow the guidelines and recommendations of Diabetes Canada.

HolistaFoods' patented formula comprises extracts of okra, lentils, barley and fenugreek that are clean label and natural – with no artificial ingredients or preservatives and improved nutrition. The mix can be prepared easily, with no discernible change in the taste or texture of the finished product.

"It's exciting to see Holista's expansion into South Korea with our proprietary healthy product that is scientifically validated to control blood sugar levels and help with weight management. Type 2 Diabetes and obesity are lifestyle diseases. We are very proud to be able help make a difference through better nutrition while providing delicious food for the entire family. Our good carbohydrate noodles are slowly digested and are diabetic friendly. Everyone can once again enjoy the delicious noodle dishes they love!" Nadja Piatka CEO Holista Foods Inc., USA.

"HWH Global is excited about the opportunity to introduce this product to South Korea and have great expectations for its success. This first container will serve as a test to help us better plan and develop a scalable distribution model in Korea" said Andrew Stuber, Executive Director of HWH Global.

"We are pleased that Holista has been granted regulatory approval in a sophisticated market like South Korea. Like elsewhere, diabetes and obesity are on the rise in South Korea. The Low-GI diet will do a lot for the population" said Dr. Rajen Manicka.

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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. (**HolistaFoods**) is dedicated to developing and delivering clean label ingredients, finished food products and recipe development. The company specialises in next generation food research and development for improved taste and nutritional value.

Under the leadership of Nadja Piatka, HolistaFoods is embracing a philosophy of providing great tasting, nutritional food products that will be readily available to all consumers. Nadja’s original passion of providing healthy food products to consumers has carried over to low GI food innovations for an even healthier nutritional outcome.

HolistaFoods is 74%-owned by Holista Colltech’s U.S. subsidiary LiteFoods of which it owns 53%. The remaining shares in HolistaFoods are controlled by Nadja Piatka and Nadja Foods. HolistaFoods, Inc. is based in Buffalo NY. For more information on HolistaFoods, Inc., please visit www.holistafoods.com.