

## First Commercial Order from Country Farms / Starbucks

ASX Announcement

21 April 2022

### Highlights

- Holista receives initial order for GI Lite™ for Berjaya Starbucks Coffee Malaysia Sdn Bhd (“Starbucks Malaysia”) and 80Less™ sugar reduction substitute for the modern trade customers of Country Farms Sdn Bhd (“Country Farms”)
- Country Farms will supply GI Lite™ to Starbucks Malaysia and promote 80Less™ in its wholesale food catalogue
- The catalogue goes out to approximately 4,000 modern trade outlets that include leading retailers in Malaysia, such as Lotus’s (formerly Tesco), Cold Storage and Giant
- Long term contract is being negotiated
- Starbucks Malaysia has decided to offer healthy croissants following successful trials
- Holista and Country Farm are currently co developing Low GI version of the white sandwich bread and ciabatta for Starbucks Malaysia
- Holista is also developing plant-based tuna, eggs and milk to cater for the growing number of vegan consumers for Country Farms
- Country Farms is part of the Berjaya Corporation Berhad, which owns Starbucks, Kenny Rogers Roasters, Simply Good Food vegan restaurant and Kelava vegan ice-cream in Malaysia. Country Farms also supplies to 7-Eleven stores in Malaysia

Holista Colltech Limited (ASX: HCT, “Holista” or “the Company”) is pleased to announce its subsidiary, Holista Biotech Sdn Bhd, has received its first commercial order from **Country Farms Sdn Bhd** (“Country Farms”) for its innovative food ingredients to be used by Starbucks Malaysia and sold into Country Farm’s modern trade channels in Malaysia.

Country Farms Sdn Bhd, which is part of the Malaysian conglomerate **Berjaya Corporation Berhad** (Berjaya), has placed an initial order worth approximately \$43,000 AUD for Holista's low glycaemic index (GI) food ingredient GI Lite™ and sugar reduction substitute 80Less™.

Whilst the first order is relatively modest in value, Holista is negotiating a longer-term sales contract to support Country Farms' initiative to offer the Company's products in the latter's wholesale food catalogue and to fulfil an ongoing demand from **Berjaya Starbucks Coffee Malaysia Sdn. Bhd.** ("**Starbucks Malaysia**").

The Country Farms catalogue goes out to around 4,000 modern trade customers, including leading supermarkets/hypermarkets and dealers in Malaysia, such as Lotus's (formerly Tesco), Cold Storage, Giant, Watsons, Aeon, Jaya Grocer and Village Grocer.

Meanwhile, Starbucks in Malaysia has decided to offer its customers healthy croissants that is made with Holista's unique ingredients following the successful conclusion of recent trials. Following the successful trials of croissants, Country Farms and Holista are co-developing low GI white sandwich bread and ciabatta for Starbucks Malaysia.

To cater for the demand for vegan customers, Country Farms is also working with Holista to co-developing the following products :-

- plant based tuna
- plant based eggs
- plant based milk

These products are currently undergoing sensory testing.

The parties are working on a separate agreement to bring these products to market and Holista will update investors when and if these discussions become sufficiently advanced.

Country Farms supplies food products and ingredients to franchises under the Berjaya umbrella. These include Starbucks, Kenny Rogers Roasters, Simply Good Food vegan restaurant and Kelava vegan ice-cream. Country Farms also supplies to 7-Eleven stores in Malaysia.

This announcement has been approved by the Board of Directors.

**-ENDS-**

### **About Holista Colltech Limited**

Holista Colltech Ltd ("**Holista**" or "the **Company**") is an innovator in health and wellness solutions based in Perth, Western Australia. It is listed on the Australian Securities Exchange (ASX:HCT).

Holista's core business divisions are Dietary Supplements, Healthy Food Ingredients, Ovine Collagen and Infection Control Solutions. The suite of health and food related solutions, combines the best of nature and science to address evolving needs in order that people may live better and healthier lives.

Key products include one of the market-leading and best-selling health supplements, low-GI food ingredients used by leading food manufacturers, disease-free ovine collagen, all-natural and non-toxic effective sanitisers for consumers and industrial applications.

Over the years, the company has successfully developed and patented world-leading technologies in the field of Global Health and Wellness Industry.

Holista is passionate about combining economic success with enriching lives for a sustainable future.

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