

MEDIA RELEASE – ASX-Listed Holista in Joint Venture With Indian Herbal Expert Hi-Tech Biosciences

Malaysian-based, Australian-listed Holista teams up with India's Hi-Tech Biosciences To Develop and Commercialise Herbal Medicine

Kuala Lumpur/Perth, 7 July 2011 – Australian Securities Exchange-listed (ASX :HCT) **Holista CollTech Limited** (“Holista”), a biotech research company with operations in Australia and Malaysia, announced today that it has formed a joint-venture with Hi-Tech Biosciences of India (“HTB”), to develop, patent and commercialise herbs for medical applications worldwide.

Pune-based HTB, a herbal extractor that has categorized 138 major Indian herbs and owns a proprietary fuel-efficient extraction process, will hold a 60% stake in the joint venture - Equinox Herbals Limited (“Equinox”) - with Holista holding the balance. Profits from the venture headquartered in Pune, India, will be shared equally.

While Indian herbs have been in use for thousands of years in traditional Ayurvedic or Siddhi medicine, its acceptance in the international marketplace has been hindered by lack of formal patents, distribution channels and formal acceptance by health authorities.

The joint-venture will leverage on HTB’s ongoing research and development, categorization and manufacturing. Holista will transfer extraction equipment it currently owns as contribution to the joint venture, and will be responsible for global sales and marketing.

Mr. Raghavendra Gaikawari, MD of Hi-Tech Biosciences of India, said the joint-venture will allow HTB to focus on research and development and manufacturing and tap on Holista’s marketing expertise. “We have known each other for more than 10 years, so this joint venture is a natural evolution of our relationship. It is time for India and Indian companies to go global with our herbal heritage,” he said.

Dr. Rajendran Marnickavasagar, CEO of Holista CollTech Limited, said access to HTB’s herbal extraction expertise will provide an edge in cost and quality compliance. “We are also looking at extraction and micro extraction of Malaysian herbs. Partnership with HTB will

provide us world-class expertise while maintaining a cost advantage. We will also be filing some unique new patents in collaboration with the Indian Institute of Integrative Medicine and the U.S.-based National Center for Natural Products Research”, he said.

Holista has filed three patents for Malaysian herbs and expects to file two more soon.

For a start, Equinox will work on three of India’s leading herbs:

- **Ashwaganda** (*Withania somnifera*) which is commonly known as Indian Ginseng, and having rejuvenation and anti-aging effects
- **Amla** (*Emblica officinalis*) which is commonly known as the Indian Gooseberry, is one of nature’s richest sources of Vitamin C
- **Boswellia** (*Boswellia serrata*) which is used in treating diseases affecting joints and is currently India’s most exported herb

Holista has received expressions of interest from one of China’s largest multi-level marketing companies to market these three herbal extracts.

Separately, Equinox Herbals is also working on extraction of Kacip Fatima (*Labisia pumila*) - a Malaysian herb which has been used as a traditional female tonic.

The Indian High Commissioner to Malaysia, His Excellency Mr. Vijay K. Gokhale, welcomed the joint-venture. “It is truly nice to see an Indo-Australian joint venture birthed here in Malaysia. Indeed, Indian herbs have great potential. India is also pleased to help Malaysia develop the riches of her own rainforest,” he said.

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About Holista CollTech Limited

Listed on the Australia Securities Exchange (ASX:HCT) since 2004, Holista CollTech Ltd is a research-driven biotech company dedicated to delivering scientifically enhanced, engineered and first-class natural health supplements and wellness products for the general consumers. The Group develops, manufactures and commercialises “health-related” products

to address the unmet and growing needs of natural medicine and is the only company producing sheep (ovine) collagen using its patented extraction methods.

Holista's main operations are in Malaysia where it specialises in the research and development (R&D) and commercialisation of ovine collagen. Its other operating subsidiaries include Total Health Concept Sdn. Bhd. which distributes health supplements in Malaysia and South East Asia.

Holista has filed several global patents, two of which have been granted. To advance R&D in nutritional products, the Group is collaborating with world-leading institutions such as the University of Western Australia, Oxford Brookes University (UK), National Centre for Natural Products Research (US), Indian Institute of Integrative Medicine and University of Hamdard (India) and Tsinghua University (China).

The Group has a customer base of 45,000 and access to more than 1,700 distribution points.

For more information, visit www.holistaco.com

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