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**ASX-LISTED HOLISTA SIGNS AGREEMENT WITH SWITZERLAND'S VERIPAN TO
DISTRIBUTE PATENTED INGREDIENT FOR LOWERING GLYCEMIC INDEX;
VERIPAN TO MARKET BREAKTHROUGH PRODUCT TO GLOBAL BREADMAKERS**

Kuala Lumpur/Perth, 1 October 2013 – Australian Securities Exchange-listed Holista CollTech Limited (“Holista”, ASX :HCT) announced today that it has signed an agreement with Switzerland-based Veripan for the latter to sell its patented Neosolite GI, which can lower glycemic index in baked products.

The agreement follows scientific validation in January 2013 by University of Sydney whose study confirmed that white-bread buns containing Neosolite GI recorded a GI reading of 50—possibly the lowest GI reading for white bun in the world.

The GI measures how quickly blood sugar levels rise, relative to consumption of pure glucose (which has a reading of 100), after eating a particular type of food. Foods with carbohydrates that break down more slowly, releasing glucose more gradually into the bloodstream, tend to have a low GI.

Matzingen-based Veripan (www.veripan.com) is a highly regarded think-tank of the global food production industry. It specializes in food systems, research and food engineering to innovative products and concepts in food systems. Its customers include flour and bread manufacturers worldwide.

It is the leader in providing technologies for the European bread industry. Its lead product is Panatura, a concentrated starter dough that is derived from the by-products of the milling industry. It is a natural bread leavener and is superior to the current sponge and dough systems. With the agreement with Holista, Veripan will now cross sell Neosolite GI to existing breadmakers who use Panatura.

“The agreement with Veripan is a strong endorsement of the conclusive research findings about the efficacy of Neosolite GI. With blood sugar emerging as a major cause of health problems amidst rising consumption of fast foods, especially breads, there is great urgency to make processed and fast foods healthier without significantly raising costs,” said Holista’s CEO, Dr. Rajen M.

“We are pleased to be teaming with a true global player in the bread making industry to commercialise our product. We hope that this will lead to global adoption of our product,” he added.

“We have been watching the market and feel the time is now right for the mass acceptance of the glycemic index in food. While the concept is not new, it is much better appreciated as something healthier than even low or no gluten which is probably better accepted,” said Mr Meiert Grootes, CEO of Veripan.

“Indeed, we have been working now with Holista for the last two years and feel that finally we have the low GI mix that has no effect on the look, taste, mouth feel and aroma of bread,” said Mr Meiet.

Dr. Rajen said that Veripan has begun discussions with its partners in Asia, Australia and North America to sign similar selling arrangements.

Jay Stephenson
COMPANY SECRETARY