

## NEWS RELEASE

### ENTITY EXPANDS NUTRACEUTICAL BUSINESS IN CHINA WITH LAUNCH OF SECOND FLAGSHIP E-COMMERCE STORE

- Entity launches second cross-border e-commerce store on Alibaba Group's Tmall Global platform
- Alongside its maiden launch on JD Worldwide, Entity's market access widens to more than 85% of the total B2C e-commerce market in China

**Singapore, 13 April 2020** – Specialty pharmaceutical company **iX Biopharma Ltd** (SGX:42C) ("iX Biopharma" or, together with its subsidiaries, "the Group") is pleased to announce the opening of Entity's new flagship store on Tmall Global ("Tmall"), Alibaba Group's cross-border B2C e-commerce platform.

Tmall provides Chinese consumers access to a large variety of international brands, and enables international retailers to sell directly to these consumers without requiring an established presence in China. Sharing its customer base with Taobao, Alibaba Group's C2C e-commerce platform, Tmall has an extensive market reach of over 800 million mobile monthly active users as of December 2019<sup>1</sup>.

Entity's new flagship store on Tmall Global comes a week after its maiden launch on JD Worldwide ("JD"), another cross-border e-commerce platform based in China. Tmall and JD are the two largest e-commerce platforms in China, commanding over 85% of the total B2C e-commerce market in China<sup>2</sup>.

With the successful launch of Entity on these two platforms, consumers in China will now have access to the full range of Entity nutraceuticals, including leading products such as RestoriX<sup>®</sup>, a nicotinamide supplement which boosts levels of NAD+ (nicotinamide adenine dinucleotide) to counter the process of ageing, while boosting energy levels and vitality; and LumeniX<sup>®</sup>, a sublingual glutathione wafer that promotes skin fairness, while helping the body to build a stronger immunity against viral infections.

*"Australian-made health supplements such as Entity are regarded by Chinese consumers as the gold standard of healthcare products due to Australia's reputation for safety and quality. With the successful launch of our Entity flagship stores on Tmall Global and JD Worldwide, we have greatly improved the market reach and accessibility of our nutraceutical products to our target clientele in China. We believe that our established presence on these e-commerce platforms will allow us to penetrate the vast Chinese market and drive sustainable growth for the Group in the long-term."*, said Ms Eva Tan, Director of Corporate and Commercial Strategy of iX Biopharma.

Entity nutraceuticals are developed and formulated by Australian scientists and manufactured in the Group's TGA approved, cGMP-compliant manufacturing facility located in Victoria, Australia. Entity nutraceuticals are sold in more than 250 pharmacies and health food shops in Sydney, Melbourne and Perth, Australia.

Entity nutraceuticals are natural, clinically-supported formulations. Generic vitamin and mineral supplements that are widely available in the market serve to replenish nutritional deficiencies of a non-ideal diet. Entity nutraceuticals, on the other hand, are designed to produce beneficial and perceptible

<sup>1</sup> <https://www.alibabagroup.com/en/news/article?news=p200213>

<sup>2</sup> <https://www.statista.com/statistics/866847/china-b2c-online-retail-market-platforms-by-transaction-share/>

improvement to a specific condition, and form an important part of a healthcare strategy to prevent more serious diseases.

For more information on Entity, please visit <https://www.entity-health.com/>

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This announcement has been reviewed by the Company's sponsor, CIMB Bank Berhad, Singapore Branch (the "Sponsor") in accordance with Rule 226(2)(b) of the Catalist Rules. This announcement has not been examined or approved by the SGX-ST and the SGX-ST assumes no responsibility for the contents of this announcement, including the correctness of any of the statements or opinions made or reports contained in this announcement.

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