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## Media Release

# Hyphens Pharma partners 7-Eleven to offer Ocean Health® supplements at selected convenience stores in Singapore

- 7-Eleven convenience stores mark a new distribution channel for Hyphens Pharma

Singapore, 6 February 2024 – Hyphens Pharma International Limited (“**Hyphens Pharma**”, “凯帆药剂国际有限公司”, or the “**Company**”, and together with its subsidiaries, the “**Group**”), Singapore’s leading specialty pharmaceutical and consumer healthcare group, would like to announce a collaboration with 7-Eleven Singapore, the largest convenience store network in the country, to sell its homegrown brand of Ocean Health® supplements at selected 7-Eleven stores in Singapore.

Selected Ocean Health® supplements are currently on sale in 112 7-Eleven convenience stores islandwide. These Ocean Health® products include the full range of Joyful Gummies<sup>1</sup>, and bestsellers like Probiotic Fastmelt, Omega 3 Fish Oil, and Buffered C. The Group believes that the products’ easy-to-consume formats, especially the gummies and fast melt powder, are ideal for the health needs of 7-Eleven’s varied shoppers, such as office executives, neighbourhood dwellers, and fleet-footed tourists.

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<sup>1</sup> The full range of Joyful Gummies products include Apple Cider Vinegar, Hair, Skin and Nails, Immunity Support, Stress Support and Women’s Multi.

This collaboration marks the first time the Group is entering the convenience store distribution channel and the first collaboration with 7-Eleven Singapore at their own invitation. The presence of Ocean Health® products at 7-Eleven convenience stores will further increase the market visibility and market penetration for the brand.



*Ocean Health® Joyful Gummies and Supplements in a 7-Eleven Store*

**Lim See Wah, Executive Chairman and CEO of Hyphens Pharma, said:** *"We are delighted to have a global brand like 7-Eleven with the largest convenience store chain in Singapore, carry our Ocean Health® supplements, including our latest Joyful Gummies product. Joyful Gummies contain healthy nutrients, no added sugar and no artificial sweeteners, yet are full of delicious natural flavours. This makes them the perfect choice for those who wish to start taking baby steps*

*in supporting their everyday health and wellness needs, and their presence in ubiquitous 7-Eleven stores all over Singapore will allow for an easy and convenient addition to our new and existing customers' daily routines. I look forward to continuing to foster and grow Hyphens Pharma's distribution channel partnerships to enhance the reach of our proprietary products."*

In addition, 7-Eleven currently has approximately 500 locations islandwide, the most of any convenience retail brand in Singapore, which provides a great opportunity for Ocean Health® to expand into more 7-Eleven stores in the future and deliver long-term growth for the Company.

End.

**About Hyphens Pharma International Limited**

**([www.hyphensgroup.com](http://www.hyphensgroup.com))**

Hyphens Pharma International Limited and its subsidiaries (the "Group") is Singapore's leading specialty pharmaceutical and consumer healthcare group, leveraging on its diverse footprint in ASEAN countries. The Group has a direct presence in Singapore, Vietnam, Malaysia, Indonesia and the Philippines, and is supplemented by a marketing and distribution network covering 10 other markets – Bangladesh, Brunei, Cambodia, China, Hong Kong S.A.R., Macau S.A.R., Myanmar, Oman, South Korea and Sri Lanka.

Singapore is the Group's regional headquarters, where its strategic planning, finance, regulatory affairs, research and development, legal, business development and logistics operations are based. The Group's core business comprises the following segments: Specialty Pharma Principals, Proprietary Brands, and Medical Hypermart & Digital. Besides marketing and selling a range of specialty pharmaceutical products in selected ASEAN countries through exclusive distributorship or licensing and supply agreements with brand principals mainly from Europe and the United States, the Group also develops, markets and sells its own proprietary range of dermatological products and health supplement products. In addition, the Group operates a medical hypermart for healthcare professionals, healthcare institutions and retail pharmacies, to supply pharmaceutical products and medical supplies and an online pharmacy for doctors to prescribe and have medications delivered to their patients' homes.

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Issued on behalf of : **Hyphens Pharma International Limited**  
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*This media release has been reviewed by the Company's sponsor, SAC Capital Private Limited (the "Sponsor"). It has not been examined or approved by the Singapore Exchange Securities Trading Limited (the "SGX-ST") and the SGX-ST assumes no responsibility for the contents of this media release, including the correctness of any of the statements or opinions made or reports contained in this media release.*

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