

NEWS RELEASE

ENTITY SEES STRONG DEMAND FROM CHINA ON BOTH E-COMMERCE STORES

- ✓ **The initial stock of Entity's sublingual glutathione wafers, LumeniX, is fully sold on Tmall Global and JD Worldwide while RestoriX, its nicotinamide supplement, is fully sold on JD Worldwide**
- ✓ **Entity commenced sale of its next-generation nutraceuticals on Tmall Global and JD Worldwide in early April**

Singapore, 4 May 2020 – Entity has seen exceptional demand for its LumeniX and RestoriX nutraceutical products less than three weeks into the opening of Entity flagship stores on JD Worldwide and Tmall Global. Initial stock of LumeniX has sold out on both of Entity's Tmall Global and JD Worldwide stores, and RestoriX is sold out on its JD Worldwide store, ahead of initial forecasts provided by its marketing agencies in China.

Entity's leading beauty supplement, LumeniX, is a novel sublingual wafer containing glutathione, the master of all antioxidants, formulated using iX Biopharma's WaferiX drug delivery technology. LumeniX is a dual-purpose supplement designed to promote skin fairness, while helping the body to build a stronger immunity against viral infections. Glutathione is normally effective for skin brightening when given intravenously in clinics by trained healthcare workers. Through the use of WaferiX, a delivery technology clinically proven to increase absorption and bioavailability of active ingredients, an effective glutathione product is now available to the mass consumer market.

RestoriX is a nicotinamide supplement designed to boost NAD (nicotinamide adenine dinucleotide) levels in the body. NAD is a molecule that Harvard Medical School geneticists have studied in recent years for its ability to switch off 'ageing' genes. RestoriX aims to counter the process of ageing and increase health span, while boosting energy levels and vitality.

Ms Eva Tan, Director of Corporate and Commercial Strategy of iX Biopharma said: *"We are very encouraged to have received such strong support from the Chinese consumers during our store launches. We observed that the Chinese consumers are purchasing LumeniX not only because it is a novel beauty product, but they are also responding to LumeniX's ability to boost the body's immune system, which can help to protect against viral infections. Overall we are delighted by the quick take-up of LumeniX and RestoriX, which reflects the strong demand by Chinese consumers for innovative, functional nutraceuticals that characterise the Entity line of products."*

Both stores will be restocked shortly to meet the growing demand. At the rate of the initial response, plus the growth projected by the agencies, Entity will hit its wafer production capacity very soon. The iX Biopharma group has invested in new equipment which will significantly increase its wafer production capacity.

- The End -

About iX Biopharma Ltd

iX Biopharma is a specialty pharmaceutical and nutraceutical company listed on the Catalist board of the Stock Exchange of Singapore (SGX-ST), operating a fully integrated business model from drug development to manufacturing and supply, with facilities in Australia. The Group is focused on the development and commercialisation of therapies for diseases of the central nervous system using novel, patent-protected formulations for sublingual delivery.

iX Biopharma's pipeline of products under development includes Wafermine (ketamine wafer) and BnoX (buprenorphine wafer) for pain management. iX Biopharma's drugs for the treatment of erectile dysfunction, Wafesil, a sublingual sildenafil wafer, and Silcap, have been registered in Australia. iX Biopharma has developed Xativa, the world's first freeze-dried sublingual medicinal cannabis wafer.

The Group's nutraceuticals division, Entity Health Limited, is engaged in the development and commercialisation of nutraceutical products that address specific conditions and improve quality of life. It distributes its Entity line of nutraceutical products through more than 250 pharmacies and health food shops in Australia and online.

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This announcement has been reviewed by the Company's sponsor, CIMB Bank Berhad, Singapore Branch ("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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