

NEWS RELEASE

ENTITY COMMENCES SALE OF NUTRACEUTICALS TO CONSUMERS IN CHINA

- **Entity launches first cross-border e-commerce flagship store on JD Worldwide**
- **Tmall Global store to be launched next week**
- **Together, these two stores provide market access to more than 85% of the total B2C e-commerce market in China**

Singapore, 6 April 2020 – iX Biopharma Ltd. (“iX Biopharma” or, together with its subsidiaries, “the Group”) is pleased to announce the opening of the Entity flagship store on JD Worldwide, JD.com’s cross-border e-commerce platform. JD Worldwide provides a platform for Chinese consumers to purchase authentic imported products and enables international suppliers to sell directly to Chinese consumers without requiring an established presence in China.

Chinese consumers will have access to the full range of Entity nutraceuticals on the Entity JD Worldwide store, including leading products RestoriX[®], a nicotinamide supplement which helps to increase levels of NAD+ (nicotinamide adenine dinucleotide) in the body needed for important cellular functions like energy metabolism, to counter the process of ageing and boost energy levels and vitality; and LumeniX[®], a sublingual glutathione wafer. Glutathione is the master of all antioxidants that helps the body to build stronger immunity to protect against viral infections. LumeniX[®] offers this, and also promotes skin fairness.

The launch of the JD Worldwide flagship store is the first foray into the Chinese market by Entity, the nutraceuticals division of iX Biopharma. This is the first time Entity nutraceuticals will be sold directly to Chinese consumers through an external e-commerce platform, marking an exciting milestone for the Group.

“China is a high priority market for us. 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. The launch of our Entity JD Worldwide store will now allow Chinese consumers close and convenient access to our products without having to travel to Australia”, said Ms Eva Tan, Director of Corporate and Commercial Strategy of iX Biopharma.

Entity is also preparing a launch of its flagship store on Tmall Global next week. JD and Tmall are the two largest e-commerce platforms in China, commanding over 85% of the total B2C e-commerce market in China¹.

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

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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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¹ <https://www.statista.com/statistics/866847/china-b2c-online-retail-market-platforms-by-transaction-share/>