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ASX Announcement

9th July 2020

Update on Sales and Distribution Agreements for Natshield™ Sanitiser

Holista Colltech (ASX: HCT, “Holista”) refers to earlier announcements in relation to the NatShield™ sanitiser developed and marketed by the company. Natshield™ contains the alcohol free and plant based Path-Away® active ingredient developed by Global Infection Control Consultants (“GICC LLC”) based in the United States. Path-Away® has been tested by a U.K. bio-safety laboratory to be more than 99.99% effective against the feline coronavirus, a surrogate of the COVID-19 novel coronavirus.

Additional testing activities are being undertaken. Together with GICC LCC, Holista has initiated tests at Microbac Laboratories and the Centre for Disease Control laboratory in Virginia, USA for the efficacy of Path-Away® against Covid-19. The Company will update the market upon receiving results.

Sales Updates of Natshield™ Hand Sanitiser

Holista currently distributes Natshield™ hand sanitisers in the following bottle sizes in various markets: 20 ml; 30 ml; and 60 ml.

As a result of the “lockdown”, travel restrictions and race related unrest in the United States supply chains have been disrupted including the availability of bottlers, retail listings have been delayed and to prevent price gouging major e-commerce platforms have imposed listing restrictions (especially in relation to new brands). Whilst these conditions have now eased somewhat, targeted sales of A\$3.8 million from Health Therapies LLC by 30 June 2020 (as announced on 9 April 2020) have been scaled back and/or delayed by the purchasing parties.

Notwithstanding the above, for the six months ended 30 June 2020, Holista now expects to record revenue of A\$0.5m for the sale of Natshield™ hand sanitisers globally, of which approximately a third is from Health Therapies LLC. Holista is working closely with Health Therapies LLC to expedite purchase orders, accelerate sales and increase distribution points prior to the North American winter season. This includes efforts to secure listings via large US retailers, airports and on major e-commerce platforms which were delayed due to the circumstances linked to the “lockdown” already described above.

Distributor Agreements

Holista has global rights to distribute Natshield™ for use as a disinfecting hand sanitizer. The Company continues to work on the development, regulatory approval and commercialisation of other disinfection products which are alcohol and chemical free, such as the nasal balm. It also has rights in the Asia Pacific region for industrial applications of Natshield™ products, such as those used to disinfect buildings and facilities.

As announced on 12 June 2020, Holista has fully acquired the technology of Protectene™, a skin stabiliser for cosmetic applications that incorporates Path-Away®. The Protectene™ formulation lasts longer and is gentler on the skin while maintaining all basic features of Path-Away®. GICC LLC will manufacture the product for Holista. Going forward, Natshield™ products proposes to include the words “contains Protectene™”.

Apart from Malaysia, where Holista has operations, the Company strategy is to enter into distribution agreements on a region by region basis.

Holista is pleased to announce that the Company has obtained an exemption from the Australian Department of Health’s Therapeutic Goods Administration (“TGA”) to sell hand sanitiser under cosmetic category in Australia.

As additional distribution agreements and associated registrations in different jurisdictions are confirmed, the Company will update the market.

This announcement has been approved by the Board of Holista.

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About Holista CollTech Ltd

Holista CollTech Ltd (“Holista”) is a natural wellness company, that has 3 main divisions:

- Dietary supplements and personal care
- Food Ingredients
- Ovine collagen

Holista has a global collaboration with Path-Away®, a plant based solution that is proven to kill a board spectrum of microbes. The all natural alcohol free active ingredient is used in Holista’s range of sanitising products under the NatShield™ brand.

Listed on the Australian Securities Exchange (“ASX”), Holista researches, develops, manufactures and markets health style products. Holista’s suite of ingredients includes low GI baked products, reduced sodium salts, low fat fried foods and low calorie sugar without compromising taste, odour and mouthfeel. Holista remains the only company to produce sheep (ovine) collagen using patented extraction methods.

For more information, please refer to <http://www.holistaco.com>