

27 March 2019

Blis Technologies confirms expanded launch into the Australian market with partner iNova Pharmaceuticals

Blis Technologies Limited (NZX:BLT) confirmed today that the previously announced launch of the Company's expanded product range into the Australian pharmacy network will take place from 1st of April.

Blis CEO Brian Watson commented the launch is another important milestone in realising the Company's growth ambitions.

"Our products are hitting the Australian shelves with strong support from our exclusive distribution partner in this market. iNova Pharmaceuticals has exceptional reach into the Australian Pharmacy channel and a proven track record of establishing category leading brands in consumer health care."

iNova Pharmaceuticals (iNova) will be launching BLIS® branded products from the BLIS K12TM based range: ThroatGuard TM, ImmuneDefence TM, HoneyBlis TM, DailyDefence Junior TM, TravelProtect TM as well as a Difflam® co-branded offer Difflam 1st Signs Defence TM into the Australian pharmacy network. The launch will be supported through a comprehensive consumer and trade marketing programme that coincides with the build-up towards the busy winter season.

The BLIS product range will help solidify iNova's leadership within the throat category in Pharmacy by extending its offering to include a full continuum of products that can not only manage sore throat pain but also help prevent this issue occurring in the first place. Unlike most probiotics which work in the gut, BLIS K12 specifically targets and protects the gateway to the body – the mouth and throat.

Mr Watson added "While our initial focus has been to finalise the launch into the Australian market we are also exploring opportunities for the next phase of our expansion into select new markets across Asia and Africa for which iNova is our exclusive distribution partner."

For further information please contact: Brian Watson Chief Executive Officer 027 705 9133

About Blis Technologies Ltd

Delivering proven health benefits through evidence-based, advanced probiotics Blis is an NZX-listed manufacturer of advanced probiotic strains that go beyond the gut. Combining innovation with evidence-based research and the highest quality production controls enables the delivery of probiotic solutions for specific health targets including throat health, halitosis (bad breath), immune support and teeth and gum health. BLIS products are sold throughout New Zealand and in Australia, Asia, Europe and the USA. More information about Blis Technologies Ltd can be found at www.blis.co.nz.

About iNova Pharmaceuticals

iNova Pharmaceuticals (iNova) is a multinational pharmaceutical and consumer health care company that markets and sells a wide range of market-leading products, primarily in the areas of weight management, cough & cold, throat, skin care and natural health. iNova operates in over 20 countries across Asia-Pacific and Africa. The iNova vision is to provide trusted brands that improve people's health and well-being every day. iNova is continually seeking innovative prescription medicines and consumer health care products through acquisition, licensing and co-marketing partnerships. iNova is ultimately owned by funds advised and managed by Pacific Equity Partners and The Carlyle Group. More information about iNova can be found at www.inovapharma.com.