

Blis Technologies confirms Asia-Pacific and Africa distribution agreement with iNova Pharmaceuticals

7 September 2018.

Blis Technologies Limited today confirmed it has entered into a distribution agreement with iNova Pharmaceuticals (Singapore) Pte Ltd for the distribution of BLIS branded products. iNova Pharmaceuticals is a multinational pharmaceutical and consumer health care company that markets and sells a wide range of market-leading products in over 20 countries across Asia-Pacific and Africa.

The agreement will provide iNova Pharmaceuticals with exclusive distribution rights for BLIS branded products across Australia, Sub-Saharan Africa, and Asia based on a commitment of resources to support product launches. iNova Pharmaceutical's presence in pharmacy retail provides a strong platform for the launch of BLIS branded products into overseas markets.

The initial focus will be on launch plans for the Australian market where BLIS K12 has achieved inclusion in TGA's Therapeutic Goods (Permissible Ingredients) Determination for use in listed complementary medicines, allowing stronger positioning of the BLIS portfolio.

Blis CEO Brian Watson says that this agreement is another important step in the company's finished product strategy.

"iNova Pharmaceuticals has a strong presence in the pharmacy channel and a proven track record of establishing category-leading brands in consumer health care. Working with a partner of this calibre will provide the right capability and resourcing to effectively establish BLIS branded products in multiple markets across the iNova Pharmaceuticals network. Our focus initially will be to finalise our plans for the Australian market but also to progress launch plans for other markets across Asia and Africa"

The agreement builds on the success of Blis Technologies' new distribution relationship in New Zealand with Radiant Health, which also holds the distribution rights for the iNova Pharmaceuticals product range locally. Radiant has demonstrated its ability to leverage its presence in the market to help grow the BLIS range.

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About Blis Technologies Ltd

Blis Technologies is the developer of the world's first advanced oral probiotics. Developed in New Zealand and backed by more than 30 years of research, the BLIS range includes products that support oral, ear, nose and throat health. BLIS probiotics were discovered by Professor John Tagg while working as a researcher at the University of Otago Microbiology Department. BLIS products are sold throughout New Zealand and in Asia, Europe, and the USA. More information about Blis Technologies can be found at www.blis.co.nz.

About iNova Pharmaceuticals

iNova Pharmaceuticals 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 Pharmaceuticals operates in

over 20 countries across Asia-Pacific and Africa. iNova Pharmaceuticals' vision is to provide trusted brands that improve people's health and well-being every day. iNova Pharmaceuticals is continually seeking innovative prescription medicines and consumer health care products through acquisition, licensing and co-marketing partnerships. iNova Pharmaceuticals is ultimately owned by funds advised and managed by Pacific Equity Partners and The Carlyle Group. More information about iNova Pharmaceuticals can be found at www.inovapharma.com.