

31 May 2018

## Eagle Plans to Significantly Expand China Distribution

### Highlights

- **Omni Innovation's distribution partner, Eagle Health ("Eagle Health") will continue to roll out diabetes experience and education stores throughout 2018 and 2019 (refer EHH release 31 May 2018).**
- **Based on continuing strong customer support and ongoing refinement of the business model, Eagle Health aims to open 100 stores across China. Eagle Health believe that these additional stores will allow access to up to 570 Million Chinese consumers.**

The Board of EVE Investments Limited ("EVE") (ASX:EVE) is pleased to provide an update on Omni Innovation, a medical technology company focused on medical nutrition and in which EVE has a 38% interest, and a licence agreement with Eagle Health Holdings ("Eagle Health") (ASX:EHH), for the manufacture and distribution of its pre-meal drink for people with pre-diabetes or Type 2 diabetes.

As announced in December of 2017, Eagle Health had begun shipping the Onmi Innovation pre-meal drink and had opened four diabetes education and experience stores in the province of Xiamen, China. Marketed under the name Huntang-1, by the end of March, 2018, the product had reached over 80,000 consumers, including over 24,000 diabetes or pre-diabetes patients and has showed promising conversion to sales.

Following on from the awareness gained in the market and the initial reach of these first four diabetes experience and education stores, Eagle Health will continue to open stores throughout 2018 and 2019 and on the basis on further strong customer support and ongoing refinement of the business model, has the aim to open 100 stores across China. This strategy will initial focus on Eagle Health's home market of Fujian Province, with expansion into other provinces to follow.

Eagle Health believe that this retail footprint will enable access to up to 570 Million consumers across China which will provide significant marketing opportunities. By engaging with diabetic consumers through education, this will also open further retail channels for Eagle Health to sell the Hutang One pre-meal shake diabetes product.

**EVE's Investment Director, Ben Rohr commented:** *"This expansion in distribution of the Omni Innovation pre-meal shake diabetes product is a significant step forwards for EVE Investments. The success of the initial four stores and the level of engagement with consumers, further demonstrates the potential of the product in China, but more importantly supports the distribution strategy of retailing the product through these experience and education stores. We look forward to the continued progress of Eagle Health in its expansion during 2018 & 2019."*

**Mr Zhang Mingwang, CEO of Eagle Health, commented:**

*"Chinese consumers are changing the way they shop and buy health products. Our Hutang-One Education and Experience stores show us that we can reach a wide population and provide greater access to health education, product*

trial and on-going repeat purchase. We believe our direct-store and multi-channel approach will not only provide consumers the products they want but also ensure our products are more accessible for consumer to buy every day.”

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**About EVE Investments**

EVE Investments is an Australian Securities Exchange Listed Investment Company that invests in technology companies with a focus on the medical nutrition sector. The Company’s investment strategy has a three pronged approach.

1. To invest in businesses that are in the early growth phase with the aim to support their expansion programs.
2. To identify products that have unique medicinal properties and a global reach application.
3. Preference for natural organic products that have demonstrated medicinal benefits.

For further information, please visit [www.eveinvestments.com.au](http://www.eveinvestments.com.au) and follow us on Twitter [@EVEInvestments](https://twitter.com/EVEInvestments)

**About Eagle Health**

**About Eagle Health Holdings Limited**

Eagle Health Holdings Limited is a vertically integrated consumer health and nutritional products business which develops, manufactures and distributes its product range across 26 provinces in China. Eagle Health produces a range of traditional Chinese and Western nutritional and dietary supplements including amino acids, protein supplements, lozenges and dendrobium. The Company distributes its products through a broad range of channels, including pharmacies, health food stores, trading companies, supermarkets and online stores

For more information visit: [www.auehh.com.au](http://www.auehh.com.au) or [www.eaglehealthltd.com/EN/index.aspx](http://www.eaglehealthltd.com/EN/index.aspx)

**About Omni Innovation**

Omni Innovation creates unique and specialised medical nutrition products that can be used by people with chronic and lifestyle diseases. Omni’s products are independently validated and supervised by Omni’s expert collaborator network to ensure that customers have safe, effective and clinically tested products that provide benefit and scientific backing.