



WATTLE HEALTH AUSTRALIA RECEIVES CHINESE APPROVAL FOR PRODUCT RANGE

- **WATTLE HEALTH AUSTRALIA (WHA) SECURES APPROVAL OF ADDITIONAL SKU'S FOR GENERAL SALE IN CHINA**
- **WHA WITH ADDITIONAL SKU'S WILL INCREASE BRAND AWARENESS AND SALES IN CHINA**
- **WHA EXHIBITING NEW SKU'S AND INFANT FORMULA RANGE AT ONE OF CHINA'S LARGEST TRADE FAIR FOR CHILD, BABY AND MATERNITY PRODUCTS**

25 July 2018: Wattle Health Australia Limited (ASX:WHA) is pleased to announce it has received approval for general trade in China of its 1kg retail bag of Pure Australian Grass Fed Milk Powder.

The additional SKU's will further increase our brand awareness in the highly lucrative Chinese market and generate additional sales across WHA's extensive distribution network in China. This will also assist in sales of WHA's infant formula range in China, once WHA obtains State Administration for Market Regulation (**SAMR, formerly known as CFDA**) accreditation.

WHA will be exhibiting products at one of China's largest trade fair for child, baby and maternity products, Shanghai International Children Baby and Maternity Products Industry Expo (**CBME**) is taking place from the 25th to 27th of July.

CBME attracts in excess of 88,000 trade buyers and an estimated 1,500 sessions of business matching meetings with buyers and business partners from large department stores, supermarkets, online retailers, chain stores and key distributors from China.



WHA will be represented at CBME in its distinctive custom-built exhibition stand presenting its entire product suite for both general trade and cross border e-commerce

sales and be accompanied at the event by its partners including Shandong Weihai Port International Co. Ltd. (**Shandong**), Quality Brands International Direct (**QBID**) and International Supplies & Distribution Co. (**ISDC**).

Mr. Lazarus Karasavvidis, Executive Chairman said, “The addition of additional SKU’s available for general trade sale in China will further expand brand awareness and more importantly revenue. This is a continuation of our China market strategy and ongoing commitment to making healthy, pure 100% Australian made produce available to our China consumer and supporting our extensive distribution partners.”



ENDS

George Karafotias

Company Secretary

Wattle Health Australia Limited



For more information, please contact:

Peter Nesveda

Corporate Affairs & International Investor Relations

Email: peter.n@wattlehealth.com.au

Telephone: +61 (3) 8399 9419 Mobile: +61 412 357 375