

Media Release

- **The second stage of the Ian's Health Lounge acquisition (China-based franchise stores) has been completed.**
- **Fit-out of Ian's Health Lounge's flagship store in Sydney currently underway.**
- **Agreement executed with Careline Australia to develop two beauty products exclusively to be sold and marketed by Mediland and its subsidiary companies through its direct shops and E-commerce platforms.**

It has been a busy week at **Mediland Pharm Limited** ("**Mediland**" and or "**the Company**"), with two Australian Securities Exchange (ASX) announcements regarding investments in Mediland's focus on expanding its retail outlets and its product range.

On Tuesday, 3 September 2019, Mediland announced that it had completed the second stage of its acquisition of Ian's Health Lounge. Ian's Health Lounge was first established in Australia in 2012 and has now grown to incorporate one direct shop in Australia, six franchise shops in China, three WeChat accounts and four E-commerce platforms, with operating entities and employees in both Australia and China. The completion of the second stage of the acquisition means that Mediland has taken over the ownership of the retail outlets in China and associated assets, as well as establishing a new flagship store in Sydney's CBD. This follows on from the acquisition of Ian's Health Lounge's e-commerce platform previously announced.

As the Chairman, Dr Peter French, stated, with completion of the second stage of the Ian's Health Lounge Transaction, and the opening of Mediland's first New Zealand store, Mediland now has significantly delivered on its objectives and stated strategies as outlined in its Prospectus, to expand its retail outlets. The management and staff are excited as the Company has achieved all these within just seven months of listing on the ASX.

The following day, on 4 September 2019, Mediland announced the conclusion of an exclusive agreement with Careline Australia Pty Ltd to develop and provide initially two beauty products to Mediland for sale through its expanded retail outlets, and further products to be developed as mutually agreed. This fulfils a second strategy as outlined in Mediland's Prospectus of expanding its range of quality health and wellbeing products.

Mediland expects these initiatives to help maintain and grow its revenues into the foreseeable future, whilst continuing to pursue further growth opportunities.

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About Mediland Pharm

Mediland Pharm is a leading retailer of cosmetics, jewellery, health, well-being and wool products, serving the inbound Chinese tourism market in Australia and New Zealand. The Company operates three retail stores located in Australia (Sydney, Melbourne and the Gold Coast) and one in Auckland, New Zealand. Mediland partners with leading travel agents and wholesale tour operators to generate sales through exclusive customer shopping agreements.