

2015 First Quarter Market Updates

APX RELEASE

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1. Financial updates

In the first quarter of 2015, Australia Samly Holdings Group Limited (ACN 164 307 975) (**Samly** or **the Company**) recorded a total sales revenue of approximately 11.5 million yuan, which represents a 27.71% increase over the revenue that the Company generated in the same quarter of 2014. The Company's realised after-tax profit in the first quarter of 2015 decreased by 9.93 million yuan (a 145.19% decrease) when compared to the same quarter of 2014. The primary reason for this decline in profit was the amortisation of 7.72 million yuan in marketing costs in the first quarter of 2015.

In the first quarter 2015, the company's working capital is increased from AUD16,492 to AUD\$1,153,682.27. (Unaudited data and the conversion currency rate in use is 4.711 Australian dollar middle rate on March 31, 2015 published by People's Bank of China)

2. Operational updates (first quarter, 2015):

Some key operational highlights for the Company in the first quarter of 2015 are:

1. On 26 February 2015, the directors of the Company joined 46 of its strategic partners in Shandong on a twelve day tour of Australia and New Zealand;
2. On 21 March 2015, Samly and Jiangxi TV entered into a promotion and distribution agreement for Jiangxi TV's popular program "Jin Pai Tiao Jie" ("*the Golden Mediator*") for 2015 to accelerate the growth of the Company's brand;
3. In 2014, Samly entered into a sponsorship arrangement with Jiangxi TV to become the exclusive sponsor for the popular show "Dai Zhe Ba Ma Qu Lu Xing" ("*Travelling with Parents*"). Since its launch on 21 December, 2014, *Travelling with Parents* has garnered positive reviews praising its focus on filial piety, and has achieved high ratings. The show's fifth episode, broadcasted on 18 January 2015, was the third most watched evening program in China that day; and
4. From 12 to 15 April 2015, Samly, in association with the China Medical Supplies Association, conducted the 2015 Health Industry e-Commerce Forum in Hangzhou, China. The forum emphasized new innovations in e-Commerce in the health industry, and identified areas for further development. It is estimated that approximately 1,500 representatives from the top 100 pharmaceutical retail chains and 500 other pharmacies attended the forum.

3. Product updates (first quarter, 2015):

In March 2015, the Company launched a new line of product packaging designed by a French luxury goods packaging company, demonstrating that Samly's healthcare products are at the forefront of packaging design. The new packaging (for 23 products) and new product endorsers received positive feedback in the market.

Jiajun Li

Company secretary
on behalf of Australia Samly Holdings Group Limited