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To: Asian Pacific Stock Exchange

Company Announcement

AUSTRALIA SAMLY TO LAUNCH 15 NEW PRODUCTS

In May 2014, Australia Samly (APX: 8SA) plans to launch 15 new products to further expand its market share of the growing health and nutritional supplement product market and to meet the fast-changing demands of the Chinese market.

Overview

The large scale Chinese health products and dietary supplements business, Australia Samly, is pleased to announce that it has a range of new products which will be launched in the coming month. All the new products have obtained China Food and Drug Administration (CFDA) approvals and production certificate. The launch will further advance the Australia Samly Group's objective of providing personalised dietary nutrition programs for consumers and to expand into the field of health management services by distributing its products and services into 34 provinces, municipalities and autonomous regions.

The new products, in both English and Chinese, are listed as below.

- 1 Milk basic protein tablet candy (Children) (QS) 初乳碱性蛋白压片糖果 (儿童型)
- 2 Milk mineral salt protein tablet candy (Children) (QS) 乳矿物盐蛋白 压片糖果 (儿童钙片)
- 3 Whey protein concentrate solid drink (Children) (QS) 浓缩乳清蛋白 固体饮料 (儿童型)
- 4 Whey protein solid drink (Normal) (QS) 乳清蛋白 固体饮料 (普通型)
- 5 Whey protein solid drink (Normal promotional products) (QS) 乳清蛋白 固体饮料 (普通型)
- 6 Collagen Solid drink (QS) 胶原蛋白 固体饮料

- 7 Maca tablet candy (QS) 玛咖 压片糖果
- 8 Green Tea carnitine capsule 金奥力绿茶肉碱胶囊
- 9 Gamma aminobutyric acid casein tablet candy (QS) γ -氨基丁酸酪蛋白 压片糖果
- 10 Ginseng tablets 西洋参含片
- 11 The slimming effervescent tablet 秀妹尔减肥泡腾片
- 12 Cracked lingzhi spores powder soft capsule 破壁灵芝孢子粉胶囊
- 13 Natural's life fish oil soft capsule gift box 纽徕佛鱼油软胶囊礼盒装
- 14 Natural's life Lecithin soft capsule gift box 纽徕佛卵磷脂软胶囊礼盒装
- 15 Natural's life Vitamin DE calcium soft capsule gift box 纽徕佛维生素 DE 钙软胶囊礼盒装

Having established significant and strong relationships with both business partners and distributors, the Australia Samly Group's focus during the next phase of growth will be on increasing the range of high quality health and nutritional supplement products. The Company seeks to capture the rapidly growing demands in the nutritional supplement market in China across a broad spectrum of products, with the aim of achieving higher growth in revenue for the Group.

Products Details

Details of the new products, in both English and Chinese, are set out in the table below.

| 序号 (Serials No) | 产品名 (Product Name) | 规格 (Specifications) | 市场定位/功能定位 (Market positioning/function) | 包装定位 (Packaging) |
|-----------------------|---|-------------------------------|---|---------------------------------|
| 1 | (QS) 初乳碱性蛋白 压片糖果 (儿童型) (Milk basic protein tablet candy (Children)) | 30 片*450mg 30tablets*450mg | 提高免疫力 (Improve immunity) | 管状包装 (The tubular packaging) |
| 2 | (QS) 乳矿物盐蛋白 压片糖果 (儿童钙片) (Milk mineral salt protein tablet candy (Children)) | 30 片*450mg 30tablets*450mg | 补钙 (Calcium supplement) | 管状包装 (The tubular packaging) |

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|-----|--|---|--|------------------------------------|
| 3 | (QS) 浓缩乳清蛋白 固体饮料 (儿童型) (Whey protein concentrate solid drink (Children)) | 360g | 儿童、青少年 (Children) | 铁罐装 (The Iron Canned packaging) |
| 4 | (QS) 乳清蛋白 固体饮料 (普通型) (Whey protein solid drink (Normal)) | 360g | 成人市场 (Adult) | 铁罐装 (The Iron Canned packaging) |
| 5 | (QS) 乳清蛋白 固体饮料 (普通型) (Whey protein solid drink (Normal)) | 10 克/袋*15 袋 10g/bag*15bags | 促销品 (Promotional products) | 胶罐装 (The Gum Canned packaging) |
| 6 | (QS) 胶原蛋白 固体饮料 (Collagen Solid drink) | 3 克*30 袋+3 袋 3g/bag*30bags+3 bags | 女性美容 (Women's beauty) | 胶罐装 (The Gum Canned packaging) |
| 7-1 | (QS) 玛咖 压片糖果 (Maca tablet candy) | 100 粒*600mg 100tablets*600mg | 男性补肾 (Kidney supplement for man) | 单盒装 (The single box packaging) |
| 7-2 | | 100 粒*600mg*2 瓶 100tablets*600mg *2bottles | | 礼盒装 (The gift box packaging) |
| 8 | 金奥力绿茶肉碱胶囊 (Green Tea carnitine capsule) | 60 片*600mg 60tablets*600mg | 减肥 (Reduce weight) | 瓶装 (The bottle packaging) |
| 9 | (QS) γ-氨基丁酸酪蛋白 压片糖果 (Gamma aminobutyric acid casein tablet candy) | 60 片*600mg 60tablets*600mg | 促进睡眠 (Promote sleep) | 瓶装 (The bottle packaging) |
| 10 | 西洋参含片 (Ginseng tablets) | 20 片 20tablets | 提神醒脑抗疲劳 (Refreshing, anti fatigue) | 铁盒装 (The gift box packaging) |
| 11 | 秀妹尔减肥泡腾片 (The slimming effervescent tablet) | 18 片 18tablets | 减肥 (Reduce weight) | 管状包装 (The tubular packaging) |
| 12 | 破壁灵芝孢子粉胶囊 (Cracked lingzhi spores powder soft capsule) | 60 片*600mg 60tablets*600mg | 免疫力调节 (Adjust immunity) | 瓶装 (The bottle packaging) |
| 13 | 纽徕佛鱼油软胶囊礼盒装 (Natural's life fish oil soft capsule gift box) | 60 片*2 瓶 60tablets*2bottles | 辅助降血脂 (Reducing blood lipid) | 礼盒装 (The gift box packaging) |
| 14 | 纽徕佛卵磷脂软胶囊礼盒装 (Natural's life Lecithin soft capsule gift box) | 60 片*2 瓶 60tablets*2bottles | 辅助降血脂 (Reducing blood lipid) | 礼盒装 (The gift box packaging) |
| 15 | 纽徕佛维生素 DE 钙软胶囊礼盒装 (Natural's life Vitamin DE calcium soft capsule gift box) | 60 片*2 瓶 60tablets*2bottles | 补充钙和维生素 E (Calcium and vitamin E supplementation) | 礼盒装 (The gift box packaging) |

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