

Cellmid Limited

17:01 04 Jul 2019

Cellmid's Japanese shopping channel sale sets revenue record of \$1.14 million

Cellmid Ltd (ASX:CDY) has set another sales record after its second sales event this financial year on Japanese television shopping channel QVC delivered revenue of \$1.14 million.

This is up from \$1.1 million at a similar sales event in December 2018.

These highest ever retail sales of Cellmid's Jo-Ju® branded hair products have confirmed the brand as one of the best performers of the QVC channel.

Shares up 32%

Investors responded positively with shares up to 27 cents intra-day, a 32% increase on yesterday's close.

The company is undertaking an audit with preliminary analysis of results indicating that sales for the fourth quarter of FY19 are also at a record high of \$2.45 million - the highest ever quarterly result for the company.

This is compared to the 2018 quarter four total of \$1.34 million.

Cellmid chief executive officer Maria Halasz said: "Our recent investment in expanding our senior leadership team and building our marketing capabilities is now translating through to increased sales and new distribution partnerships.

"We enter the 2020 financial year with positive operational momentum in sales growth and e-commerce expansion across Australia, the US and Japan."

READ: Cellmid évolis professional product range to be sold in Europe

Cellmid is now preparing to launch its new e-commerce platform for its premium product range, évolis Professional, in Japan later this month.

The company has seen a ramp-up in its online performance since the launch of the new évolis website in Australia and the US in March 2019 and is confident that this success can be replicated in Japan in 2020.

READ: Cellmid appoints new Lyramid CEO to drive clinical development of midkine assets

Cellmid recently appointed Bart Wuurman as chief executive officer of its wholly-owned subsidiary Lyramid with the aim of unlocking shareholder value by separating the consumer health and biotech business.

His mandate is to accelerate partnering discussions and explore opportunities to fully exploit the midkine assets.

Wuurman has successfully executed biotech deals including Antisoma in the UK via a successful IPO and Lanthio Pharma in the Netherland via a trade sale.

Price: 0.185

Market Cap: \$22.33 m

1 Year Share Price Graph



May 2019 November 2019 May 2020

Share Information

Code: CDY

Listing: ASX

52 week High Low
0.49 0.083

Sector: Pharma & Biotech

Website: www.cellmid.com.au

Company Synopsis:

Cellmid Ltd (ASX:CDY) is an Australian life sciences company with lead programs in multiple disease indications.

action@proactiveinvestors.com.au

Proactive Investors facilitate the largest global investor network across 4 continents in 4 languages. With a team of analysts, journalists & professional investors Proactive produce independent coverage on 1000's of companies across every sector for private investors, private client brokers, fund managers and international investor communities.

Contact us +61 (0)2 9280 0700 action@proactiveinvestors.com.au

No investment advice

The Company is a publisher. You understand and agree that no content published on the Site constitutes a recommendation that any particular security, portfolio of securities, transaction, or investment strategy is suitable or advisable for any specific person. You understand that the Content on the Site is provided for information purposes only, and none of the information contained on the Site constitutes an offer, solicitation or recommendation to buy or sell a security. You understand that the Company receives either monetary or securities compensation for our services. We stand to benefit from any volume which any Content on the Site may generate.

You further understand that none of the information providers or their affiliates will advise you personally concerning the nature, potential, advisability, value, suitability or profitability of any particular security, portfolio of securities, transaction, investment, investment strategy, or other matter.

You understand that the Site may contain opinions from time to time with regard to securities mentioned in other products, including Company-related products, and that those opinions may be different from those obtained by using another product related to the Company. You understand and agree that contributors may write about securities in which they or their firms have a position, and that they may trade such securities for their own account. In cases where the position is held at the time of publication and such position is known to the Company, appropriate disclosure is made. However, you understand and agree that at the time of any transaction that you make, one or more contributors may have a position in the securities written about. You understand that price and other data is supplied by sources believed to be reliable, that the calculations herein are made using such data, and that neither such data nor such calculations are guaranteed by these sources, the Company, the information providers or any other person or entity, and may not be complete or accurate.

From time to time, reference may be made in our marketing materials to prior articles and opinions we have published. These references may be selective, may reference only a portion of an article or recommendation, and are likely not to be current. As markets change continuously, previously published information and data may not be current and should not be relied upon.

The Site does not, and is not intended to, provide investment, tax, accounting, legal or insurance advice, and is not and should not be construed as providing any of the foregoing. You should consult an attorney or other relevant professional regarding your specific legal, tax, investment or other needs as tailored to your specific situation.

In exchange for publishing services rendered by the Company on behalf of Cellmid Limited named herein, including the promotion by the Company of Cellmid Limited in any Content on the Site, the Company receives from said issuer annual aggregate cash compensation in the amount up to Twenty Five Thousand dollars (\$25,000).