

Cellmid Limited

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Cellmid takes on aging with both consumer products and pharmaceuticals

What it does

Cellmid Ltd (ASX:CDY) is a life sciences company focused on developing solutions for conditions associated with aging.

The firm focuses on both consumer products and pharmaceuticals through two subsidiaries, Lynamid and Advangen.

What it owns

Lynamid

Lynamid focuses on developing drugs to combat diseases caused by "inflamm-aging", inflammatory processes that contribute to aging and age-related illnesses.

A key focus is the blocking of midkine, a protein that plays a role in autoimmune disorders, chronic inflammation, osteoporosis, cardiovascular diseases, cancer and neurodegenerative diseases.

Advangen

Advangen develops products focused on hair care and preventing hair loss under the évolis brand.

The company focuses on controlling the FGF5 gene, which plays a critical role in human hair growth.

How it is doing

In early December, the company's latest Today's Special Value (TSV) sale event on Japanese television shopping channel QVC delivered wholesale revenue of \$1.13 million for the company.

This result, which is on par with the last TSV event in June which brought a wholesale revenue of \$1.14 million, is higher than the revenue from the event held at the same time last year which brought \$1.1 million.

This is the first event that will not be accruing shipping costs to the company and therefore Cellmid's net profit will not be higher.

The result is consistent with Cellmid's key objective of reaching operational profitability for its consumer business in FY2020.

Chief executive officer Maria Halasz said: "Consistent with our growth strategy released in February this year we continue to improve our net margin on this already lucrative channel, as we work towards operational profitability of our consumer business in FY2020.

Price: 0.1

Market Cap: \$12.52 m

1 Year Share Price Graph



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.

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"We have added significantly to our sales channels in recent months with Priceline, openshop, Douglas and premium retail in the USA all of which will drive revenue growth in coming months."

The company's Jo-Ju® branded FGF5 inhibitor hair loss products remain one of the best-selling products ever on QVC Japan and it is expected that another event will be planned for the middle of 2020.

Television shopping generally, with integrated e-commerce, remains the best performing medium for the company's products, confirmed most recently in Australia with openshop.

The company has been negotiating other television shopping opportunities and it is expected that QVC USA, QVC Germany and QVC UK will start selling the evolis® Professional branded products in 2020.

Video

Inflexion points

- **Raised over A\$1m in share purchase plan in October**
- **Has national trading agreement with API Services Australia for évolis products**
- **Appointed Advangen CEO to expand distribution**

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