

ASX ANNOUNCEMENT

24 May 2022

Business update

- Biome appoints highly experienced health and wellness executive, Melissa Luke, as National Account Manager
- Melissa brings more than 20 years' experience and was most recently National Account Manager at leading complementary medicines company BioCeuticals
- Melissa will focus on strengthening Biome's existing sales channels and distribution partners
- Biome has released its newest targeted probiotic for infant health with initial orders for Biome Baby^M Probiotic shipping to distributors today

Appointment of National Account Manager

Microbiome health company **Biome Australia Limited** (ASX: BIO) ('Biome' or 'the Company') is pleased to announce it has significantly strengthened its leadership team with the appointment of a National Account Manager, effective immediately.

As part of the Company's ramped up growth strategy it has appointed Melissa Luke as National Account Manager to lead its existing customer sales efforts.

Melissa brings more than 20 years of experience in the health and wellness industry and most recently held the position of National Account Manager at BioCeuticals, a practitioner-only range of complementary medicines which is owned by Australia's largest healthcare company, Blackmores Limited.

Melissa brings a wealth of industry knowledge, key industry relationships and her experience materially strengthens Biome's sales and marketing teams and supports the Company's growth strategy.

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Melissa will be a key support in securing new pharmacy banner groups, large practitioner clinics and strengthening the relationship between Biome and its existing distribution partners.

Melissa Luke, National Account Manager commented: “I am delighted to join Biome Australia as I have always aspired to work for companies within the complementary medicine industry who produce high-quality products with a strong evidence-base, and Biome Australia is a strong new leader in this space. The strong level of clinical evidence behind each of Biome’s Activated Probiotics’ products not only supports the confidence of the prescribing practitioner and their patient, but it also helps to drive the growth of their business and elevate the perception of the wider complementary medicine industry as a whole. It’s an exciting movement to be a part of.”

“Melissa is an experienced leader and has a proven track record within our industry and, more specifically, within our key sales channels. I am thrilled to welcome Melissa to the Biome management team.” adds **Managing Director Blair Norfolk.**

Biome Baby™ Probiotic

Biome is also this week releasing Biome Baby Probiotic, its newest targeted probiotic for infant health. The first batch of product arrived in Biome’s Melbourne warehouse yesterday, with initial orders to wholesale distributors being fulfilled and shipped today. The product will soon be available to the company’s network of retail partners which includes over 2500 community pharmacies and independent health practitioners.

Biome’s field force will be detailing the product at TerryWhite Chemmart’s national conference this week as part of the marketing and education program developed to support a successful product launch.

Biome Baby™ Probiotic has been formulated with three clinically-trialled probiotic strains, Bifidobacterium breve BR03, Bifidobacterium breve B632 and Lactobacillus rhamnosus GG, and prebiotic fructo-oligosaccharide fibre to help improve the symptoms of digestive upset, including symptoms of colic, support healthy digestion and immunity, and promote the establishment of a healthy gut microbiome¹.

¹ Aloisio, I., Prodam, F., Giglione, E., Bozzi Cionci, N., Solito, A., Bellone, S., Baffoni, L., Mogna, L., Pane, M., Bona, G., & di Gioia, D. (2018). Three-Month Feeding Integration With Bifidobacterium Strains Prevents Gastrointestinal Symptoms in Healthy Newborns. *Frontiers in Nutrition*, 5(May), 1–11; Giglione, E., Prodam, F., Bellone, S., Monticone, S., Beux, S., Marolda, A., Pagani, A., Di Gioia, D., Del Piano, M., Mogna, G., & Bona, G. (2016). The Association of Bifidobacterium breve BR03 and B632 is Effective to Prevent Colics in Bottle-fed Infants. *Journal of Clinical Gastroenterology*, 50(December), S164–S167; Berni Canani, R., Sangwan, N., Stefka, A. T., Nocerino, R., Paparo, L., Aitoro, R., Calignano, A., Khan, A. A., Gilbert, J. A., & Nagler, C. R. (2016). Lactobacillus rhamnosus GG-supplemented formula expands butyrate-producing bacterial strains in food allergic infants. *The ISME journal*, 10(3),



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Biome is excited to see the product released into the market.

-ENDS-

Approved for release by the Biome Australia board of directors.

About Biome Australia Limited

Biome Australia develops, licenses, commercialises and markets innovative, evidence-based live biotherapeutics (probiotics) and complementary medicines, many of which are supported by clinical research. Biome aims to improve health outcomes and quality of life, and make its products accessible to all.

Incorporated in Australia in 2018, Biome distributes locally and abroad. In partnership with some of the world's leading organisations in microbiome research and development, Biome produced several unique live biotherapeutic (probiotic) products with innovative delivery technologies that improve their stability and efficacy to create its flagship range of complementary medicines: [Activated Probiotics®](#).

Supported by clinical research, including randomised double-blind placebo-controlled trials, Activated Probiotics help prevent and support the management of various health concerns, including low mood and sleep, bone health, iron malabsorption, mild eczema and IBS. Through practitioner-only distribution, Biome is committed to educating health professionals on the newfound systemic health effects of the gut microbiota, helping them to provide innovative, evidence-based natural medicines for the management of some of humanity's most prevalent and chronic health concerns.

Biome also develops, licenses and distributes a scientifically formulated, organic nutraceutical range, [Activated Nutrients®](#) and a sports performance and recovery range, [Activated X Performance®](#), which is made exclusively for professional athletes.

For more information visit: www.biomeaustralia.com

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742-750; Kapiki A, Costalos C, Oikonomidou C, Triantafyllidou A, Loukatou E, Petrohilou V. The effect of a fructo-oligosaccharide supplemented formula on gut flora of preterm infants. *Early Hum Dev.* 2007 May;83(5):335-9.



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Forward looking statements

*This release may contain forward looking statements, including but not limited to projections, guidance on future revenues, earnings, other potential synergies and estimates and the future performance of Biome (**Forward Looking Statements**).*

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The Forward Looking Statements are based on information available to Biome as at the date of this release. Any Forward Looking Statements containing forward looking financial information provided in this release is for illustrative purposes only and is not represented as being indicative of Biome's views on its future financial condition and/or performance. The historic financial information for the September 2021 financial quarter and revenue figures for October and November 2021 have not been audited or reviewed by Biome's auditors. Such information should not be taken as a guide for future performance.

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Investors are strongly cautioned not to place undue reliance on Forward Looking Statements, particularly in light of the current economic climate and the significant volatility, uncertainty and disruption caused by the Covid-19 pandemic.



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