



Media Release

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Evolution Health scores top ten place in BRW Fast 100 list

Australian probiotics manufacturer and supplier, Evolution Health, has been ranked number 7 in this year's BRW Fast 100 list.

The company reported year-on-year revenue gains of more than 100 per cent since 2013, growing income from more than \$14.5 million in FY 2015 to more than \$35.5 million in FY 2016.

The most significant contributor to this increase has been product sales into the expanding Chinese market, where Evolution Health is highly regarded for efficacy of its products, but also the quality of its primary ingredients and the high standards of manufacturing compliance and labeling.

According to Managing Director, Ben McHarg, the company's practice of manufacturing 100 per cent of its products in Australian facilities, which are licensed and audited by the Therapeutic Goods Administration (TGA)-licensed, is a highly regarded attribute for Chinese and Australian consumers alike.

"Also, Evolution Health's dedicated focus on the probiotic and complementary medicine fields has enabled us to closely track data from numerous studies into human health – most recently looking at pregnant women and babies – to innovate and develop new products for the health-conscious consumer," Mr McHarg said

The company developed the first Australian over-the-counter probiotic formula for pregnant women and the growth in that category alone has been more than 250 per cent year on year.

The company's top-selling brand, *Life-Space*, had domestic sales growth of 175 per cent and 350 per cent sales growth in China over the F15-F16 period, with the previous quarter's IRI-Aztec¹ pharmacy retail sales data showing *Life-Space* reaching number two brand or 18 per cent market share in the domestic market, and becoming the top-selling probiotic brand in Australia's largest pharmacy retailer, Chemist Warehouse, since September 2016.

¹ IRI-Aztec is a recognised global specialist in collection and analysis of retail and customer data

² MAT to 9 Oct 2016 Growth % YA

“*Life-Space* now dominates the children’s probiotic segment having grown significantly and taking its total market share of the segment to 44.6 per cent²”, Mr McHarg said.

“In the recent ‘*11.11 Singles’ Day promotion*’ on Alibaba’s TMall, the *Life-Space* Flagship Store was the top performing probiotic store, outselling its nearest rival, USA Hyperbiotics, by more than 50 per cent.”

Australia’s probiotic market is valued by IRI-Aztec at \$100 million with annual growth at 18 per cent. The strongest driver in the category is the children’s probiotic segment which is growing at more than 62 per cent per annum.

“We know there are 69 million children under the age of three in China and we also know the very high regard with which Australian products in general, and Evolution Health products specifically, are held by Chinese consumers,” Mr McHarg said.

Evolution Health is synonymous with quality healthcare, complementary medicines and products containing naturally sourced active ingredients. Its brand portfolio includes Australia's leading broad spectrum probiotics, *Life-Space*, now one of the fastest growing probiotic brands in China, *Elmore Oil*, *Coram’s* and *Healthy Essentials*.

The Melbourne-based company exports to more than 10 countries around the world, with a particular focus on Asia and the North American markets, under a variety of arrangements including direct wholesale, via international distribution partners and agency relationships.

“As well as continued investment in product R&D, we have recently committed to a multi-million dollar market research and social media assignment in China to help us further understand and trade in this massive market,” Mr McHarg said.

Through its sister company Ultra Mix, a Therapeutic Goods Association (TGA) licensed production facility in Melbourne’s west, Evolution Health has direct manufacturing capacity for liquids, capsules, creams, tablets, omega 3 and probiotic lines.

Evolution Health’s brands are produced according to the strict quality assurance *Good Manufacturing Practice for Medicinal products* (GMP) standards system required for therapeutic goods.

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For further information contact:

Jenny Littlewood
PR to Evolution Health
Tel: 03 9522 9909/0403 359 864
E: jenny.littlewood@communicado.com.au