



Media Release

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Evolution Health Triumphs at Annual AustCham Westpac Australia-China Business Awards

Evolution Health last night won the Business Excellence Award in Agriculture, Food and Beverage at the Annual AustCham Westpac Australia-China [Business Awards](#) in Beijing.

Held each year to recognise businesses and individuals who have demonstrated strong commitment and leadership to Australia-China business, Evolution Health was up against strong competition.

A relative new-comer, the privately-owned Australian family business was established in 2006 specialising in probiotic supplements. Its brand portfolio includes Australia's leading broad spectrum probiotics, *Life-Space*, now the largest and fastest-growing Australian probiotics brand in China. Over the FY15-FY16 period the brand recorded a 350 per cent sales growth in China.

Evolution Health's Managing Director Ben McHarg said, "We were able to take our brand story and product mix to the Chinese market and work with locally-based marketing experts to tailor the messages for the Chinese consumer. It's the combination of quality and a unique product that has contributed to our success."

Since entering China in 2014, Evolution Health's *Life-Space* brand has been widely supported by Chinese consumers. Among the leading brands that sells through the E-Commerce/Cross Border model, the *Life-Space* Flagship Store was the top performing probiotic store in the 2016 '11.11 Singles' Day promotion' on TMall, outselling its nearest rival, USA Hyperbiotics, by more than 50 per cent.

The Melbourne-based business has grown exponentially over the past 3-5 years with the *Life-Space* brand driving growth. The company's premium formulations, shelf stable products and a focus on the mother, baby and child demographic has resonated particularly in China.

Growth of Evolution Health has been driven by product innovation and disruption of traditional brands within a fragmented market. The company has focused on the probiotic and complementary medicine fields, closely tracking data from numerous studies into human health and leveraging clinical research to innovate and develop new products.

Last week the company announced a collaboration with popular actress Tamia Liu as its goodwill ambassador and the face of its *Life-Space* brand in China.

In 2016, Evolution Health reported year-on-year revenue gains of more than 100 per cent since 2013, growing income from more than \$14.5 million in FY15 to more than \$35.5 million in FY16. In the 2017/18 financial year Evolution Health expects to double its revenue.

The company was ranked number 7 in the 2016 BRW Fast 100 list.

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