

GENERAL ANNOUNCEMENT::OCEAN HEALTH REVAMPED, UNVEILS NEW AND REFRESHED LOOK

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Ocean Health revamped, unveils new and refreshed look

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Submitted By (Co./ Ind. Name)

Lim See Wah

Designation

Executive Chairman and Chief Executive Officer

Description (Please provide a detailed description of the event in the box below)

Please refer to the attached.

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The contact persons for the Sponsor are Ms Heng Mui Mui, Managing Director, and Mr Kelvin Wong, Vice President, who can be contacted at 12 Marina Boulevard, Level 46, Marina Bay Financial Centre Tower 3, Singapore 018982, Telephone: +65 6878 8888.

Attachments

7/22/2019

General Announcement::Ocean Health revamped, unveils new and refreshed look

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Media Release

Ocean Health revamped, unveils new and refreshed look

Highlights:

- **First packaging renewal exercise since 1994, using eco-friendly materials**
- **Homegrown brand most notably known for one of Singapore’s best-selling Omega-3 Fish Oil supplements**

Singapore, 22 July 2019 – Hyphens Pharma International Limited (“凯帆药剂国际有限公司”, “Hyphens Pharma”, or the “Company”, and together with its subsidiaries, the “Group”), Singapore’s leading specialty pharmaceutical and consumer healthcare group, today unveiled revamped packaging for its Ocean Health products, part of the Group’s proprietary brands business segment.

The new packaging incorporates a sleek and aesthetically appealing design. The new Ocean Health look was designed in collaboration with Craft Health Pte Ltd (“Craft Health”), a healthcare technology start-up supported by the National Additive Manufacturing Innovation Cluster (“NAMIC”).

Hyphens Pharma leveraged on Craft Health’s 3D design and printing expertise to help accelerate and produce a market-ready bottle packaging, which would otherwise have required a much longer development time. The Group continues to engage local institutions for innovative ideas and designs, affirming its support for local talent.

Executive Chairman and CEO, Mr Lim See Wah, (“林世华”) remarked: “The Ocean Health brand of supplements is a notable and established brand in Singapore. We decided on this refreshed look, without deviating too much from its original signature blue cap, white bottle and blue label band which our customers can relate to. We are very pleased with the design and have also conducted a focus group consumer study to validate Ocean Health’s new packaging.

This is the first packaging renewal exercise for Ocean Health since its inception in 1994, and utilises environmentally friendly materials, making it recyclable. Ocean Health is a 25-year old legacy brand that was founded by a local pharmacist with a mission to develop quality supplements for Singaporeans and their families. Now owned and managed by Hyphens Pharma, the Group continues to drive excellence in Ocean Health’s quality control and research and development (“R&D”) efforts.

“At Hyphens, we are constantly looking for ways to improve our products. While we have launched a number of new Ocean Health products in the past year, we will continue our efforts in developing and delivering innovative and high-quality health supplements for our customers,” added Mr Lim.

The Ocean Health supplements featuring the new look are already available in stores.



End.

About Ocean Health

Established in 1994, Ocean Health is a leading home-grown health supplements company in Singapore with presence across the region. Ocean Health offers a wide range of products of high quality and at affordable prices. We strongly believe in the importance of taking preventive measures to enjoy good quality of life, hence our range of products are specially formulated to address specific health needs of our customers. To maintain our high-quality standards, every batch of Ocean Health product has passed through stringent testing for quality and efficacy to live up to our promise of “Quality You Can Trust”. Being a subsidiary of Hyphens Pharma, we share the same vision of providing a better quality of life to our customers and all stakeholders.

Ocean Health supplements are being prescribed by many healthcare institutions including Changi General Hospital, Khoo Teck Puat Hospital, National Healthcare Group, National Heart Centre Singapore, National Skin Centre, National University Hospital, Ng Teng Fong General Hospital, Singapore General Hospital, Singhealth Polyclinics and Tan Tock Seng Hospital. Recognised by consumers, healthcare professionals and retailers for our quality and efficacy, we have consistently received awards and accolades year after year.

Ocean Health offers a comprehensive range of health supplements that are grouped into nine key categories: Omega Series, Brain Health, Eye Health, Heart Health, Gut Health, Joint Health, General Health, Physical Health and Children’s Health. Its signature supplements include Omega-3 Fish Oil, Multivitamins & Minerals, Joint-Rx, Evening Primrose Oil and Vegetarian Glucosamine 1500mg, with Daily Live Probiotics being its latest product offering.

For more information on Ocean Health, please visit:

<https://www.oceanhealth.com/>

About Hyphens Pharma International Limited

(<https://www.hyphensgroup.com>)

Hyphens Pharma International Limited and its subsidiaries (the "Group") is Singapore's leading specialty pharmaceutical and consumer healthcare group leveraging on its diverse footprint in ASEAN countries. The Group has a direct presence in Singapore, Vietnam, Malaysia, Indonesia and the Philippines, and is supplemented by a marketing and distribution network covering six additional jurisdictions, namely, Hong Kong, Myanmar, Brunei, Cambodia, Oman and Bangladesh.

Singapore is the Group's regional headquarters, where its strategic planning, finance, regulatory affairs, research and development, legal, business development and logistics operations are based. The Group's core business comprises the following segments: Specialty Pharma Principals, Proprietary Brands, and Medical Hypermart and Digital. Besides marketing and selling a range of specialty pharmaceutical products in selected ASEAN countries through exclusive distributorship or licensing and supply agreements with brand principals mainly from Europe and the United States, the Group also develops, markets and sells its own proprietary range of dermatological products and health supplement products. In addition, the Group operates a medical hypermart for healthcare professionals, healthcare institutions and retail pharmacies, to supply pharmaceutical products and medical supplies.

Issued on behalf of the Company by Cogent Communications Pte Ltd.
For enquiries, please contact:

Ms Melissa Sim, Tel: (65) 6704-9287, Mob: (65) 9380-2938
Email: melissasim@kogentcomms.com

Mr Gerald Woon, Tel: (65) 6704-9268, Mob: (65) 9694-8364
Email: woon@kogentcomms.com

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