

GENERAL ANNOUNCEMENT::HYPHENS PHARMA EXPANDS OCEAN HEALTH DISTRIBUTION TO SRI LANKA

Issuer & Securities

Issuer/ Manager

HYPHENS PHARMA INTERNATIONAL LIMITED

Securities

HYPHENS PHARMA INTL LIMITED - SG1EE4000006 - 1J5

Stapled Security

No

Announcement Details

Announcement Title

General Announcement

Date & Time of Broadcast

03-Nov-2020 17:59:21

Status

New

Announcement Sub Title

HYPHENS PHARMA EXPANDS OCEAN HEALTH DISTRIBUTION TO SRI LANKA

Announcement Reference

SG201103OTHRNQYA

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.

Attachments

[Hyphens_Healthguard DA Press Release 031120.pdf](#)

Total size =807K MB

Media Release

Hyphens Pharma expands Ocean Health® distribution to Sri Lanka

Singapore, 3 November 2020 – 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, is pleased to announce that its subsidiary, Ocean Health Pte Ltd (“**Ocean Health**”), has signed a Distribution Agreement (“**DA**”) with Healthguard Pharmacy Limited (“**Healthguard**”) to appoint Healthguard as an exclusive distributor of Ocean Health® health supplements.

Under the DA, Healthguard will be granted exclusive rights to distribute Ocean Health® health supplement products in Sri Lanka, such as Ocean Health’s best-known Singapore’s No. 1 Omega-3 fish oil, Multivitamins, and Joint-RX health supplements. Ocean Health is a leading Singapore-grown health supplements company which offers a wide range of high-quality products at affordable prices.

Mr Ng Yiu Cheong, Business Development Director of Hyphens Pharma commented: “We are excited to partner with Healthguard, a leading distributor of high-quality wellness products in Sri Lanka, to distribute Ocean Health®, a Singapore-trusted brand of comprehensive health supplement products to increasingly health conscious consumers, particularly during this pandemic period.”

Mr Infiyaz Mohamed Ali, Chief Executive Officer of Healthguard also commented: “We are delighted to sign on this partnership with Ocean Health which will enable the Sri Lankan consumer to experience the best wellness supplements from Singapore. Healthguard has always been in the forefront of innovating the Sri Lankan consumer experience in terms of health and

wellness retailing and we look to enhance it with this latest addition to our international wellness supplement portfolio. We look forward to working closely with Ocean Health to build up the brand in Sri Lanka.”

The DA will not have a material effect on the net tangible assets or earnings per share of the Group for the financial year ending 31 December 2020.

End.

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.

About Healthguard Pharmacy Limited (<https://www.healthguard.lk/>)

Healthguard Pharmacy Limited, a subsidiary of Sunshine Healthcare, is the 1st branded retail Healthcare Chain in Sri Lanka. The Company entered the market with a view of creating differentiated offering and retailing experience to the consumer. The organization, headed by a team of professionals, has introduced an innovative retail concept centered on exceptional shopper experience through service, technology, product offering, pricing and a host of value

additions. Through this innovative concept, Healthguard has gained market leadership position in Drug Store Retailing with a loyal consumer base.

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

Ms Candy Soh, Tel: (65) 6704-9284, Mob: (65) 9816-8391
Email: candysoh@cogentcomms.com

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

This press release has been prepared by the Company and its contents have been reviewed by the Sponsor for compliance with the Rules of Catalist. The Sponsor has not independently verified the contents of this press release.

This press release has not been examined or approved by the SGX-ST. The SGX-ST assumes no responsibility for the contents of this press release including the accuracy, completeness or correctness of any of the information, statements or opinions made or reports contained in this press release.

The contact person for the Sponsor is Mr Kelvin Wong, Senior Vice President, who can be contacted at 12 Marina Boulevard, Level 46, Marina Bay Financial Centre Tower 3, Singapore 018982, Telephone: +65 6878 8888.