

Australian Securities Exchange  
Companies Announcements Office  
SYDNEY

18 September 2014

## Experienced Consultant Appointed to Review Probiotics Business

**Bioxyne Limited** (ASX: BXN or the Company) is pleased to advise the appointment of Mr. Ian Brown of Ian Brown Group as a Strategic Marketing Consultant. This key appointment will provide a strategic marketing review of the Company's core Probiotics business. This will include a review of the positioning of the Company's PCC *Lactobacillus strain* of Probiotics to widen product offerings and distribution.

Ian is an Entrepreneur in Residence at INSEAD and he holds an MBA from the University of Queensland. He was previously CEO of RepRegen Limited (UK) and was also previously the Chief Operating Officer and Executive Director of Cordlife Limited. Ian has extensive experience in sales and marketing in the biotechnology sector, and has lived and worked in both Asia and Europe (including Scandinavia).

For more information, please contact:

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