



Bioxyne Limited
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Directors

Anthony Ho – Chairman
NH Chua – Managing Director
Patrick Ford – Non-executive
Director
Peter French – Scientific
Director
Max Parkin – Executive
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Corporate Information
ASX Code: BXN



25 October 2017

Malaysian Direct Selling Licence to propel Bioxyne into Multi-Level Marketing

Bioxyne Limited (ASX:BXN) is pleased to advise that it has received a Direct Selling Licence (DSL) in Malaysia.

A fully owned subsidiary company Bioxyne International Malaysia Sdn Bhd is the holder of the DSL. A number of new products sourced exclusively from New Zealand will be launched shortly to underpin the commencement of business in Malaysia. The products are specifically developed and sourced from New Zealand to suit the demographics and requirements of the discerning Malaysian consumers.

The Multi-Level Market (MLM) in Malaysia is estimated to be US\$4 Billion at retail value. Malaysia has one of the fastest growing MLM markets in Asia.

The Company has also established an office and showroom in Kuala Lumpur, Malaysia to be the regional office to support Bioxyne International's business plans to expand and become a leading MLM company in Asia.

For further information:

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About Bioxyne

Bioxyne Limited (ASX:BXN) is an Australian life sciences, wellbeing and health & beauty products Company (incorporated in 2000) with a commitment on delivering safe and effective products and solutions to its customers.

Through a recent acquisition in New Zealand, now trading as Bioxyne International, the Company is further developing a range of functional food and beauty products containing ingredients sourced exclusively from New Zealand, for our direct sales channel.

Bioxyne has a presence in the consumer dietary supplements and functional foods markets through its proprietary patented strain of probiotic, *Lactobacillus fermentum* VRI-003 (PCC®).

Bioxyne's probiotic business and its proprietary patented product PCC®, is supported by a manufacturing and distribution agreement with Chr. Hansen (Denmark) a global leader in the manufacturing of natural food additives and supplements products for the food, human health, pharmaceutical and agriculture industries.

For more information on Bioxyne, please visit www.bioxyne.com