

For Immediate Release

SGX-Listed LifeBrandz Enters Into Indonesian Market with Committed Sales Orders of S\$36 Million For First 3 Years

- Deal marks the Group's first expansion since LifeBrandz's IPO to tap regional markets beyond Singapore and Hong Kong
- Exclusive distributor commits to S\$36 million sales orders for LifeBrandz' *Extrim* tablets from now to 31 July 2007

SINGAPORE, June 22, 2004 – LifeBrandz Ltd (“LifeBrandz”), a lifestyle brand development and management Group which is leveraging on the fast-growing health, beauty lifestyle and wellness industry, announced today that it has appointed Diethelm Singapore Pte Ltd (“Diethelm Singapore”) to distribute its popular *Extrim* starch blocker tablets in Indonesia with a commitment of aggregate sales orders amounting to S\$36 million for the next three years.

LifeBrandz, which was listed on the Singapore Exchange Main Board on June 18, 2004, said Diethelm Singapore has been appointed its exclusive distributor for a period of three years to distribute *Extrim* starch blocker tablets in Indonesia. Diethelm will in turn appoint its related company PT DKSH Healthcare Indonesia as its exclusive distributor for Indonesia, which has a population of about 221 million people¹.

Pursuant to the Distribution Agreement, Diethelm Singapore has committed to aggregate sales orders of S\$36 million for the *Extrim* starch blocker tablets up to the financial year ending 31 July 2007, including an initial order amounting to at least S\$2 million in sales by 30 June 2004.

The Indonesian deal marks the first expansion by LifeBrandz to markets beyond Singapore and Hong Kong. The Group has ambitions to expand into new markets in the Asia Pacific and Greater China. Apart from Indonesia it has identified Southeast Asian markets Malaysia, the Philippines, Thailand, and the People's Republic of China and Taiwan in Greater China region, as new target markets.

LifeBrandz Chief Executive Officer Michael Wong said, "With the recent completion of our public listing, LifeBrandz is aggressively working towards growing our markets. Entering the Indonesian market marks a major milestone in our regional expansion which leverages on strong, strategic distribution partners. With rising disposable incomes in Indonesia, the largest country in Southeast Asia, consumers there are more informed and making more discerning choices for luxury lifestyle products.

"Diethelm is a well-established name in this region and we are very pleased to have forged a strategic partnership with them. We look forward to working together to launch and strongly establish our *LifePharm* and *Extrim* brands in Indonesia and aim to replicate our success in Hong Kong. The timing is excellent and there is a ready market for our Group's products especially *Extrim* tablets, which have been well-received by the Singapore and Hong Kong markets."

Commenting on the above distribution alliance, Mr Y. S. Chua - Chief Operating Officer Healthcare Operations, Diethelm Singapore, said "We are delighted to be extending our valued distribution and sales partnership with LifeBrandz into an exciting market such as Indonesia. We are confident that *Extrim*, which has a proven track record in Singapore and Hong Kong will do well in Indonesia."

Diethelm Singapore is a part of Diethelm Keller Services Asia ("DKSH"), a leading solution provider and knowledge broker specialised in sourcing, marketing, logistics and distribution fulfillment and after-sale service. DKSH is a member of the Switzerland-based Diethelm Keller Group with worldwide offices throughout Asia, Europe and America. The main business segments are consumer goods, healthcare, specialty and life science chemicals, food and ingredients, premium pet products and technology.

The above transaction is not expected to have any material impact on the net tangible assets and earnings per share of LifeBrandz Ltd for the current financial year ending 31 July 2004.

(Note¹: Population of Indonesia from http://www.world-gazetteer.com/fr/fr_id.htm)

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About LifeBrandz Ltd

Established in July 2001 and listed on the Singapore Exchange Main Board since 18 June 2004, LifeBrandz is a lifestyle brand development and management Group which develops and manages health, beauty, personal / family care and lifestyle products.

Based on its unique brand development and management approach LifeBrandz BDMA, the Group's ability to effectively build and promote brands that it creates and owns has translated into successful brands which meet customers' needs. These include Intenz (skin supplement tablets), Extrim (weight management tablets and other weight management products), Genki Tea (floral tea) and Slimwater (functional water). LifeBrandz products are currently sold through more than 1,000 points of sale in Singapore and Hong Kong, including chain and independent pharmacies, personal care stores, cosmetic companies and medical clinics.

LifeBrandz leverages on an outsourcing strategy that allows the Group to focus on its core competencies of brand development and management as well as minimises high capital expenditure commitments and fixed overheads. Non-core activities such as manufacturing, distribution and warehousing / supply chain management are outsourced to reputable and reliable strategic partners who are proven specialists in their respective business arenas.

For the six-month period ended 31 January 2004, the Group achieved a net profit of S\$5.0 million on sales of S\$22.5 million, which have already exceeded the previous year's net profit of S\$4.6 million on S\$19.6 million sales for the 12 months ended 31 July 2003. Going forward, the Group is intent on growing new revenue streams and expanding to regional markets. New target markets include the PRC and Taiwan in the Greater China region and Indonesia, Malaysia, the Philippines and Thailand in the Asia Pacific region.