

## ASX ANNOUNCEMENT

9 May 2022

### **EZZ establishes international store on Douyin (mainland China's version of TikTok) to augment sales across mainland China market**

- EZZ has established a global overseas flagship store on the Douyin platform. TikTok is known as Douyin in China
- Douyin has over 670 million active users per month and has overtaken Tmall Global as the leading short form video and social engagement platform in China. It is rapidly expanding its presence in eRetail through stores and live-streaming influencers to target consumers
- EZZ stock will be delivered to Douyin's free trade zone for distribution from May 2022 onwards
- The newly created EZZ international store on Douyin will significantly increase EZZ's market reach and distribution capabilities in China

**EZZ Life Science Holdings Limited (ASX:EZZ)** (EZ or the Company) is pleased to announce it has established an overseas flagship store on Douyin, TikTok's sister platform in China.

EZZ stock will be delivered to Douyin's free trade zone for distribution from May 2022 onwards. Products will include supplements and functional foods.

Glenn Cross, Chair of EZZ, commented: "Launching an EZZ cross-border store on Douyin is a significant opportunity for our business."

Last year, Douyin announced it intended to support cross-border e-commerce businesses that sell imported products in China by inviting them to launch on the platform and leverage short videos, content, advertisement, and live-streaming campaigns to promote their products and brands – without having a Chinese entity.

EZZ moved quickly to respond to this opportunity. We have established the store and look forward to implementing a comprehensive marketing and advertising program to grow awareness of our products, intercept potential customers, generate new leads and facilitate sales via the platform.

Douyin's express home delivery services will enable EZZ to utilise this capability to directly provide door-to-door service for consumer orders for express delivery services, thus reducing the rate of logistics complaints and product returns from consumers.

Douyin is growing significantly faster than Tmall Global with some 670 million individual users logging onto Douyin each month, representing a fifth of TikTok's global monthly active users.

EZZ will progressively increase the range of products available for purchase via Douyin from May 2022 onwards in response to market feedback and sales results.

*This announcement has been authorised by the Board of EZZ Life Science Holdings Limited.*

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**About EZZ Life Science Holdings Limited**

EZZ Life Science Holding Limited (ASX:EZZ) is a genomic life science company with a mission to improve quality of life and human health. EZZ has a focus on research and development in gene technology to address four key human health challenges: genetic longevity, human papillomavirus (HPV), helicobacter pylori, and weight management. EZZ Life is passionate about investing in the future of consumer health through the development and distribution of high-quality health and wellness products including functional foods via an expansive range of distributor and stockist relationships and direct to consumers online across Australia, New Zealand, China and the rest of the world. [www.ezzlife.com.au](http://www.ezzlife.com.au)