

## ASX ANNOUNCEMENT

19 September 2024

- *Biome* executes agreement to distribute *Activated Probiotics* in Canada with new partner Ecotrend Ecologics
- *Biome's Activated Probiotics* team presents and exhibits at CHFA Now in Toronto

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Microbiome health company **Biome Australia Limited** (ASX: BIO) ('*Biome*' or 'the company') is pleased to announce that the company has executed an agreement with Ecotrend Ecologics to commence distribution of the company's *Activated Probiotics* brand in Canada.

Ecotrend is a leader in the supply of professional grade and practitioner-only healthcare products to independent health professionals and selective health retailers.

This new partnership will support *Biome's* initial test market in the North American region. With the support of Ecotrends existing network of healthcare practitioner customers, *Biome* aims to build trust and work to gain the recommendation of *Activated Probiotics* to Canadian consumers and patients.

*Activated Probiotics* will make its Canadian debut this week at CHFA Now in Toronto.

Taking place 19-22 September, CHFA Now Toronto is Canada's premier trade show dedicated to natural, organic and wellness products. Over four days, members of the *Activated Probiotics* team will introduce the brand to Canadian healthcare practitioners and the wider industry.

*Activated Probiotics* has also accepted CHFA's invitation to present to a live audience at the event.



**Biome Australia's Founder and Managing Director, Blair Vega Norfolk, commented:**

*"I am excited to announce this new partnership with Ecotrend to support our test market in Canada. With Ecotrend, we will commence work establishing the Activated Probiotics brand with local key opinion leaders in healthcare to support our products getting into patients hands."*

-ENDS-

Approved for release by the Biome Australia board of directors.

**About Biome Australia Limited**

Biome Australia develops, licenses, commercialises and markets innovative, evidence-based live biotherapeutics (probiotics) and complementary medicines, many of which are supported by clinical research. Biome aims to improve health outcomes and quality of life, and make its products accessible to all.

Incorporated in Australia in 2018, Biome distributes locally and abroad. In partnership with some of the world's leading organisations in microbiome research and development, Biome produced several unique live biotherapeutic (probiotic) products with innovative delivery technologies that improve their stability and efficacy to create its flagship range of complementary medicines: Activated Probiotics<sup>®</sup>.

Supported by clinical research, including randomised double-blind placebo-controlled trials, Activated Probiotics help prevent and support the management of various health concerns, including low mood and sleep, bone health, iron malabsorption, mild eczema and IBS. Through practitioner-only distribution, Biome is committed to educating health professionals on the newfound systemic health effects of the gut microbiota, helping them to provide innovative, evidence-based natural medicines for the management of some of humanity's most prevalent and chronic health concerns.



For more information visit: [www.biomeaustralia.com](http://www.biomeaustralia.com)

## Investor Relations

Jo Power

+61 (3) 9017 5800

[corporate@biomeaustralia.com](mailto:corporate@biomeaustralia.com)

## Media enquiries

[media@activated.co](mailto:media@activated.co)

## Forward looking statements

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Biome Australia Trading Pty Ltd  
192-194 Johnston Street  
Collingwood VIC 3066

+61 3 9017 5800  
support@activated.co  
biomeaustralia.com

ASX:BIO  
ACN 627 364 014

