



15 November 2024

Partnership with Chinese Distributor for BLIS Probiotics™

BLIS Technologies Limited (NZX:BLT) (BLIS) has finalised a distribution agreement with Orange Daylily, one of the most influential omni-channel operators for imported consumer goods in China, to act as the distributor in China for Blis' branded finished goods product line, BLIS Probiotics™ in China.

Orange Daylily will provide digital marketing, ecommerce operations and logistics support in China and will implement the launch of BLIS Probiotics™ on Alibaba's Tmall and Taobao, and Alipay platforms. Orange Daylily will also distribute BLIS Probiotics™ through JD Health – the health care and retailer pharmacy platform of JD.com, China's largest online retailer.

BLIS Technologies CEO Scott Johnson commented: "Partnering with Orange Daylily represents an exciting new phase for BLIS Technologies as we strengthen our cross-border ecommerce efforts in China. We've already established a presence in this dynamic market, but with Orange Daylily's expertise in digital selling, domestic relationships, and deep understanding of Chinese consumers, we're confident we can enhance our existing approach. Together, we look forward to optimizing our CBEC strategy, building a stronger digital footprint, and delivering even greater value to our Chinese customers."

Orange Daylily Founder, Kory Chew commented, "As the partner of BLIS Technologies in Greater China, we are honoured to join hands in bringing innovation and health to this dynamic market. BLIS Technologies is a leader in the field of oral probiotics, with products backed by outstanding scientific research and unique probiotic strains. This professional grade oral care effectiveness has been well proven in the New Zealand market. Currently, the Chinese market is at a golden stage of health awareness. Consumers are increasingly attentive to oral health and have a high demand for premium, natural, and safe oral care products. Our partnership with BLIS Technologies is aimed at capturing this significant market opportunity."

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For further information, please contact:

Scott Johnson
CEO
+64 21 488 831

About Blis Technologies Ltd

Delivering proven health benefits through evidence-based, advanced probiotics

Blis Technologies is an NZX-listed manufacturer of advanced probiotic strains that go beyond the gut. Combining innovation with evidence-based research and the highest quality production controls enables the delivery of probiotic solutions for specific health targets including throat health, halitosis (bad breath), immune support, teeth and gum health and skin health. BLIS® products are sold throughout New Zealand

and in Asia, Europe and the USA. More information about Blis Technologies Ltd can be found at www.blis.co.nz.

Website: www.blis.co.nz
Instagram: @blisprobiotics #blisk12 #blism18 #blisq24
Facebook: @BLISProbiotics

About Orange Daylily

Orange Daylily is an integrated cross-border and general trade strategic partner that provides comprehensive China market solutions for overseas brands, combining branding with performance. It is also an innovative brand management company that collaborates with domestic and international teams in technology, market research, and new product development. The company has deep expertise in cross-border trade, physical retail, and imported goods supply chains, creating a fresh experience-focused and scenario-based shopping approach. From rigorous overseas product selection, customs and national inspection registration, to full product traceability, Orange Daylily offers cost-effective, high-quality supply chain services for businesses in need. Additionally, with cross-border supply chain services tailored to social e-commerce and multi-channel promotion, Orange Daylily has become one of the most influential omni-channel operators for imported consumer goods in China.