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Jacobson Pharma Corporation Limited

雅各臣科研製藥有限公司

(Incorporated under the laws of the Cayman Islands with limited liability)

Stock Code : 2633

BUSINESS UPDATE

LAUNCH OF SMARTFISH HEALTH NUTRITION PRODUCTS IN GREATER CHINA AND ASIA

The board of directors (the “**Board**”) of Jacobson Pharma Corporation Limited (the “**Company**” or “**Jacobson Pharma**”, together with its subsidiaries, the “**Jacobson Pharma Group**”) is pleased to announce the launch of Smartfish health nutrition range of products in Greater China and Asia under an exclusive distribution agreement signed between Jacobson Medical (Hong Kong) Limited (“**Jacobson**”), a wholly-owned subsidiary of the Company, and Smartfish AS (“**Smartfish**”) (a branded health nutrition company incorporated in Norway).

Under the Agreement, Jacobson has an in-licensed right for 10 years to distribute and market Smartfish’s consumer health products under the renowned health nutrition brand “Smartfish”, namely “Smartfish Recharge” for sports nutrition, “Smartfish Resolve” for improving metabolic health and diabetes care, “Smartfish Reflect” for improving adults’ brain health and cognitive function, and “Smartfish Cream” for benefiting children’s brain development (the “**Products**”), in the market of Greater China (including Mainland China, Hong Kong, Macao and Taiwan) (the “**Territory**”). Jacobson and Smartfish agreed that Jacobson is the preferred partner for exploring the markets in Thailand, Vietnam, Cambodia, Singapore and other Asian countries for the Products. It is the intention of both parties to have a long term business collaboration under the Agreement.

To strengthen the collaboration and the platform for exploring potential business cooperation in the high growth consumer health nutrition market, Jacobson Pharma Group has also invested in Smartfish by way of subscription for approximately 9.04% of the issued share capital of Smartfish in July 2019.

Through this collaboration, Jacobson Pharma Group has primed itself in exploiting the latent demand for clinically substantiated health nutrition products to meet different lifestyle and healthcare needs among consumers in Greater China and the Asia Pacific Region, which upon a timely commercialization, will contribute to the delivery of sustainable growth of Jacobson Pharma Group.

THE PRODUCTS

Smartfish Recharge

Smartfish Recharge is a juice-based drink with products for professional and amateur athletes. Smartfish Recharge has long term collaborations with sports clubs and national teams as official supplier of sports nutrition drinks, which include English Premier League Tottenham Hotspurs Football Club and Norwegian Nordic Combined National Team of Skiing. Smartfish Recharge drink is a high dose Omega-3 and high protein product clinically demonstrated for improving physical performance and recovery from muscle soreness after eccentric exercise.

Smartfish Reflect

Smartfish Reflect is a juice-based drink with omega-3, vitamin D and whey protein, intended for individuals at risk of age-related functional decline. It has a fruity flavour and a smoothie-like texture. The ingredients are chosen to improve immune function, cognitive function and muscle strength. It is intended for adults and elderly who need improved nutrition status.

Smartfish Cream

Smartfish Cream is in the form of emulsion cream for the development of children's brain health and immune functions.

Smartfish Resolve

Smartfish Resolve is a drink for people at risk of metabolic syndromes, diabetes and cardiovascular disease. It is a juice-based drink with omega 3, vitamin D, whey protein, beta glucans and polyphenols. It has a fruity flavour and a smoothie-like texture.

About Smartfish

Smartfish is a company incorporated in Norway which focus on research & development, production and marketing of advanced, science-based and clinically documented nutritional products. Smartfish provides unique nutritional solutions for both medical use and consumer health. Its nutrition products are based on a proprietary emulsion technology that enables the effective delivery of high levels of Omega 3 fatty acids, whey protein and other nutrients. Smartfish has a number of ongoing clinical development projects and studies in the pipeline in

close collaboration with renowned researchers and institutions around the world. The company was founded in 2001 and is now headquartered in Oslo, Norway with an operating subsidiary in Lund, Sweden. Smartfish's main shareholders include Investinor (a Norwegian-based fund) and Industrifonden (a Nordic fund).

By order of the Board
Jacobson Pharma Corporation Limited
YIM Chun Leung
Executive Director and Company Secretary

Hong Kong, 12 November 2019

As at the date of this announcement, the Board comprises Mr. Sum Kwong Yip, Derek (also as Chairman and Chief Executive Officer), Mr. Yim Chun Leung (also as Company Secretary) and Ms. Pun Yue Wai as executive Directors, Professor Lam Sing Kwong, Simon as non-executive Director, and Dr. Lam Kwing Tong, Alan, Mr. Young Chun Man, Kenneth and Professor Wong Chi Kei, Ian as independent non-executive Directors.