



## Swisse wins Exporter of the Year award

**Media Release**  
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**Swisse is proud to receive Exporter of the Year award at the Complementary Medicines Australia (CMA) 18<sup>th</sup> Annual Industry Conference and Awards ceremony, which hosted over 450 industry representatives. The Exporter of the Year Award measures firms based on the strength of their strategy in securing a foothold in new markets or enhancing their brand in established markets.**

Oliver Horn, Swisse Wellness Managing Director said, “we are extremely proud to have won the Exporter of the Year award, with our submission being described by the judging panel as a “stand out”, reflecting Swisse’s strong export growth into Asia, Europe and the US. It provides important recognition of our brands engagement in international business and commitment to exporting and achieving sustainable growth through innovation.”

Swisse export growth has been largely driven by a successful e-commerce strategy that has seen sales to China grow exponentially over the last three years. As Swisse continues to implement a suite of e-commerce initiatives in China, it has consolidated itself as the #1 online health brand on the world’s largest e-commerce platform Alibaba, accounting for twice the sales of our nearest competitor.

“In 2017, Swisse moved into off-line retail in China, with a rollout that will see products in 900 stores in 2017 and 9,000 by the end of 2018. Swisse has entered markets across Asia, Europe, the Pacific and the Americas since 2016, aiming to be in 20 markets by 2020. Our ambition is to become the number one Global Wellness Brand by 2025.

“Swisse’s growth in China has been on the back of extraordinary online sales, driven by our e-commerce strategy and through the on-line re-sellers of Swisse products. On-line sales now account for 42% of total sales, and almost 90% of foreign sales. The toughest regulatory standards for Vitamins in the world is the Australian system, and this continues to provide great confidence in Australian made products like Swisse”, says Horn.

With the global market for nutraceuticals expected to reach \$278 Billion USD by 2021\*, exports of Australian made and highest standard products will continue to be a driver of growth for Swisse Wellness.

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**\*\*Reference:** <https://globenewswire.com/news-release/2017/03/10/934428/0/en/285-Billion-Nutraceuticals-Industry-Report-Global-Market-Data-from-2015-Estimates-for-2016-Projections-to-2021.html>

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