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Propanc Retains KCSA Strategic Communications as Investor Relations and Public Relations Counsel

MELBOURNE, AUSTRALIA -- (Marketwired) -- 08/25/16 -- Propanc Health Group Corporation (OTCQB: PPCH) ("Propanc" or "the Company"), an emerging healthcare company focusing on development of new and proprietary treatments for cancer patients suffering from solid tumors such as pancreatic, ovarian and colorectal cancers, today announced that it has retained KCSA Strategic Communications, a leading New York-based communications firm, to lead the Company's investor relations and public relations programs.

KCSA will deploy a comprehensive communications campaign to increase awareness of Propanc Health Group Corporation among the investment and media community. Since KCSA's inception more than forty years ago, the firm has developed a strong reputation for its work representing public companies.

"We have taken steps to validate our lead treatment, PRP, by conducting successful animal studies which demonstrated that PRP eradicates cancer stem cells in solid tumors and inhibits tumor growth. We are now embarking on a period of rapid development as we commence the manufacture of enzymes in preparation for first-in-man-studies for PRP, with an initial focus on targeting pancreatic, ovarian and colorectal cancers. This is a significant market opportunity as 80% of all cancers are solid tumors. We look forward to working closely with KCSA to ensure that we are effectively communicating the Company's strategy, objectives and milestones to Wall Street in order to maximize shareholder value," said James Nathanielsz, Propanc's Chief Executive Officer.

"Propanc is executing on a clear strategy to advance into the clinical trial phases and build shareholder value," said Todd Fromer, Managing Partner of KCSA Strategic Communications. "We will work with Propanc to raise awareness of the Company among the institutional investment community and with media and consumer audiences. Based on our successful track record of working with micro-cap companies on the cutting edge of healthcare, we believe KCSA is the right firm to hone the Company's communications strategy and help tell this compelling story to key institutional investors. We look forward to providing our complete range of services to support Propanc's integrated communications initiatives in the healthcare industry."

About Propanc:

Propanc is developing new cancer treatments for patients suffering from pancreatic, ovarian and colorectal cancers. We have developed a formulation of anti-cancer compounds, which exert a number of effects designed to control or prevent tumors from recurring and spreading throughout the body. Our products involve or employ pancreatic proenzymes,

which are inactive precursors of enzymes.

In the near term, we intend to target patients with limited remaining therapeutic options for the treatment of solid tumors. In future, we intend to develop our lead product to treat (i) early stage cancer and (ii) pre-cancerous diseases and (iii) as a preventative measure for patients at risk of developing cancer based on genetic screening. For more information, visit: www.propanc.com.

About KCSA Strategic Communications:

KCSA is a fully integrated communications agency specializing in public relations, investor relations and marketing with expertise in financial and professional services, technology, healthcare, media, energy and public services companies. Since 1969, the firm has demonstrated strategic thinking and program execution that drives results for its clients in the ever-changing communications and digital landscape. The firm's clients are its best references. For more information, please visit www.kcsa.com .

Forward-Looking Statements:

All statements other than statements of historical fact contained herein are "forward-looking statements" for purposes of federal and state securities laws. Forward-looking statements may include the words "may," "will," "estimate," "intend," "continue," "believe," "expect," "plan" or "anticipate" and other similar words. Although we believe that the expectations reflected in our forward-looking statements are reasonable, actual results could differ materially from those projected or assumed. Our future financial condition and results of operations, as well as any forward-looking statements, are subject to change and to inherent risks and uncertainties including those regarding our earnings, revenues and financial condition, our ability to implement our plans, strategies and objectives for future operations, our ability to execute on proposed new products, services or development thereof, our ability to establish and maintain the proprietary nature of our technology through the patent process, our ability to license from others patents and patent applications, if necessary, to develop certain products, our ability to implement our long range business plan for various applications of our technology, our ability to enter into agreements with any necessary manufacturing, marketing and/or distribution partners for purposes of commercialization, the results of our clinical research and development, competition in the industry in which we operate, overall market conditions, and any statements or assumptions underlying any of the foregoing. Other risks, uncertainties and factors that could cause actual results to differ materially from those projected may be described from time to time in reports we file with the Securities and Exchange Commission, including our reports on Forms 10-K, 10-Q and 8-K. We do not intend, and undertake no obligation, to update any forward-looking statement contained herein, except as required by law.

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