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Propanc Identifies Future Opportunities for PRP as Pharma Executives Look for New Breakthroughs

Growing Consensus the Most Effective Way to Beat Cancer is through a Combination of Drugs

MELBOURNE, Australia, June 15, 2016 /PRNewswire/ -- 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 a current wave of excitement has reached the oncology sector, as reported by Peter Evans, journalist for the Times, UK, claiming that the financial rewards for an effective medicine, or even one that might one day become effective, are "astronomical". In his article, he highlights a growing number of companies are looking to expand their portfolio with potential new drug combinations as a way to "finally beat cancer". This could have significant implications for innovative new approaches, like Propanc's lead product, PRP.



Innovative therapies are keeping patients alive for longer – and offering long-term revenue streams, he predicts. The area causing the most excitement at the recent American Society of Clinical Oncologists (ASCO) conference is immunotherapy, a class of treatments where the body's immune system is activated to attack cancer. However, there is a growing consensus the way to finally beat cancer is through combinations of drugs, attacking cancerous cells on a number of fronts, thus increasing the chances of killing it.

"My scientific colleagues and I believe a cancer stem cell targeting therapy, which reduces chemo-resistance and supports immune function could become a significant addition to the treatment process," said Dr. Julian Kenyon, Propanc's Chief Scientific Officer. "PRP is going to be a part of many different cancer combinatorial regimes, which is why we're keen to follow up on the immuno-biological aspects of PRP in future trials, as connections with strategic partners are likely to flow from that. For instance, activated proenzymes (enzymes) are known to reduce TGF-Beta levels in the blood, a key marker responsible for preventing the body's immune system from attacking cancer cells. We've also confirmed scientifically that PRP suppresses genes relating to chemo-resistance, thus making standard therapies effective where previously they might not have worked. All of this suggests PRP could become an attractive proposition for those interested in both increasing and enhancing their oncology portfolio."

The Company recently announced they have engaged the services of two advisory firms in North America, Maxim Group LLC and Partner International Inc., to explore potential strategic partnering opportunities for the company's lead product, PRP.

"Rest assured we have been watching the recent ASCO conference and paying close attention to the oncology players who may be interested in our innovative approach to managing tumor spread," said James Nathanielsz, Propanc's Chief Executive Officer. "In the meantime, we'll continue to advance our science and look towards clinical trials as soon as possible."

The Company aims to fast track the development of proenzyme related oncology products into clinical trials initially for pancreatic and ovarian cancers, followed by colorectal cancer. According to Global Analyst Reports, the combined world market for pancreatic, ovarian and colorectal cancers are expected to reach over \$12 billion by 2020.

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

Forward-looking Statements:

Certain of the matters discussed in this announcement involve risks and uncertainties including, without limitation, those regarding the Company's ability to establish and maintain the proprietary nature of its technology through the patent process, its ability to license from others patents and patent applications, if necessary, to develop certain products, its ability to implement its long range business plan for various applications of its technology, and its ability to enter into agreements with any necessary marketing and/or distribution partners for purposes of commercialization. This is not a solicitation to buy or sell securities and does not purport to be an analysis of the company's financial position. See Propanc's most recent Quarterly Report on Form 10-Q and related 8K filings.

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