

Propanc Biopharma Selects LaVoieHealthScience as Integrated Communications Partner

Australia-based Oncology Pioneer Aims to Bring New Treatments to Patients Suffering from Pancreatic, Ovarian and Colorectal Cancers

MELBOURNE, Australia--(BUSINESS WIRE)-- [Propanc Biopharma, Inc.](http://www.propanc.com) (OTCQB: PPCB) ("Propanc"), a clinical stage biopharmaceutical company focused on development of new and proprietary treatments for cancer patients suffering from solid tumors such as pancreatic, ovarian and colorectal cancers, today announced that Propanc has selected LaVoieHealthScience ("LHS") as its communications agency of record. LHS is an integrated investor and public relations agency focused on advancing health and science innovations. Propanc is partnering with LHS to develop corporate awareness of Propanc as a health science innovator as it transitions its lead technology into human clinical trials.

Propanc is developing new cancer treatments targeting high-risk patients, particularly cancer survivors, who need a follow-up, non-toxic, long-term therapy designed to prevent cancer from returning and spreading. Its lead product, PRP, is an enhanced proenzyme formulation designed to enhance the anti-cancer effects of multiple enzymes acting synergistically. The company's initial target patient populations include pancreatic, ovarian and colorectal cancers. Propanc's treatment for pancreatic cancer received Orphan Drug Designation by the U.S. Food and Drug Administration in 2017. For more information on PRP's Mechanism of Action, view this video at: <http://www.propanc.com/news-media/video>

"As we move closer to the clinical trials stage, it's critically important to build the right reputation amongst key stakeholders. LHS, with its proven track record in providing integrated communications to global health science innovators, will be a great long-term partner as we continue to drive PRP forward with our drug discovery efforts," said James Nathanielsz, CEO and Executive Chairman of Propanc. "LHS stood out with its deep understanding of our value proposition across targeted channels and audiences, its team of high-touch senior communicators, and proprietary approach to creating targeted messaging mapped to stakeholders as the underpinning of a strategic communications program. We are looking forward to a long and productive relationship."

Donna L. LaVoie, President & CEO of LHS commented, "We are delighted to be working with the Propanc Biopharma team to bring attention to their pioneering work targeting cancer stem cells. We look forward to supporting Propanc Biopharma as it brings novel therapies into the clinical trials stage to provide new hope for patients suffering from metastatic cancer."

About Propanc Biopharma, Inc.:

Propanc Biopharma, Inc. (the "Company") is a biopharmaceutical company developing new cancer treatments initially for patients suffering from pancreatic, ovarian and colorectal cancers. The Company has 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 by targeting and eradicating cancer stem cells. The Company's products involve or employ pancreatic proenzymes, which are inactive precursors of enzymes. In the near term, the Company intends to target patients with limited remaining therapeutic options for the treatment of solid tumors. In the future, the Company intends to develop its lead product candidate, PRP, to treat early stage cancer and pre-cancerous diseases, and as a preventative measure for patients at risk of developing cancer based on genetic screening.

PRP is a solution for intravenous administration of a combination of two pancreatic proenzymes trypsinogen and chymotrypsinogen. Progressing towards a first-in-human study, PRP seeks to prevent recurrence and metastasis from solid tumors by targeting and eradicating cancer stem cells. Eighty percent of cancers are solid tumors and metastasis is the main cause of patient death from cancer. According to the World Health Organization, 8.2 million people died from cancer in 2012. A report by IMS Health states innovative therapies are driving the global oncology market to meet demand, which is expected to reach \$150 billion by 2020. The Company's initial target patient populations are pancreatic, ovarian and colorectal cancers, representing an estimated combined market segment of \$14 billion in 2020, according to GBI Research.

For more information, visit the Company at www.propanc.com.

About LaVoieHealthScience

Based in Boston, Massachusetts, LaVoieHealthScience provides integrated strategic communications and investor relations services to build recognition and increase sales and value for health science innovations. For more information, please visit: <https://lavoiehealthscience.com/>

Forward-Looking Statements

All statements other than statements of historical facts contained in this press release are "forward-looking statements," which may often, but not always, be identified by the use of such words as "may," "might," "will," "will likely result," "would," "should," "estimate," "plan," "project," "forecast," "intend," "expect," "anticipate," "believe," "seek," "continue," "target" or the negative of such terms or other similar expressions. These statements involve known and unknown risks, uncertainties and other factors, which may cause actual results, performance or achievements to differ materially from those expressed or implied by such statements. These factors include uncertainties as to the Company's ability to continue as a going concern absent new debt or equity financings; the Company's current reliance on substantial debt financing that it is unable to repay in cash; the Company's ability to successfully remediate material weaknesses in its internal controls; the Company's ability to reach research and development milestones as planned and within proposed budgets; the Company's ability to control costs; the Company's ability to obtain adequate new financing on reasonable terms; the Company's ability to successfully develop PRP, its lead product candidate; the Company's ability to obtain and maintain patent protection; the Company's ability to recruit employees and directors with accounting and finance expertise; the Company's dependence on third parties for services; the Company dependence on key executives; the impact of government regulations, including FDA regulations; the impact of any future litigation; the availability of capital; changes in economic conditions, competition; and other risks, including, but not limited to, those described in the Company's Registration Statement on Form S-1, filed with the U.S. Securities and Exchange Commission (the "SEC") on October 17, 2018, and in the Company's other filings and submissions with the SEC. These forward-looking statements speak only as of the date hereof and the Company disclaims any obligations to update these statements except as may be required by law.

View source version on businesswire.com: <https://www.businesswire.com/news/home/20181218005198/en/>

Investor Relations and Media Contacts:

Lisa DeScenza
Assistant Vice President, Integrated Communications
(978) 395-5970
ldescenza@lavoiehealthscience.com

Anthony Karamourtopoulos
Account Executive
(617) 792-3540
akara@lavoiehealthscience.com

Source: Propanc Biopharma, Inc.