



October 19<sup>th</sup> 2004

Company Announcement Office  
Australian Stock Exchange Ltd (ASX)  
4<sup>th</sup> Floor, 20 Bridge Street  
Sydney NSW 2000

Dear Sir/Madam,

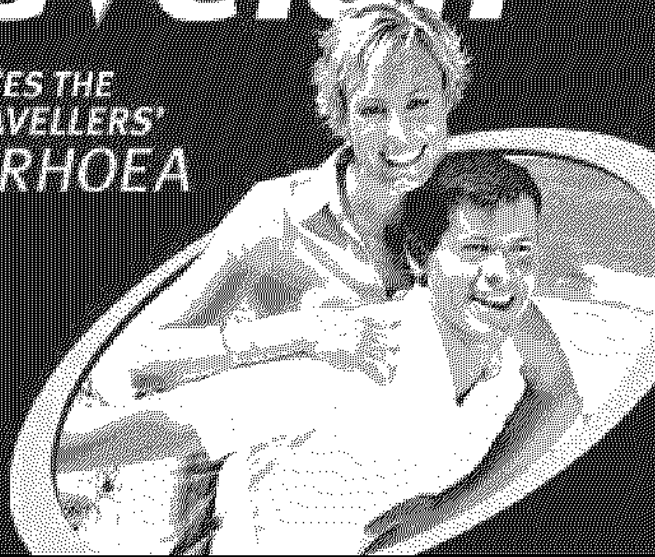
Please find herewith a company announcement "**Travelan Presentation**" for release and distribution to the market immediately.

On Behalf Of  
ANADIS LIMITED

CONOR GRAHAM  
Managing Director & CEO

# Travelan<sup>®</sup>

REDUCES THE  
RISK OF TRAVELLERS'  
DIARRHOEA



## What is Travelan?

**Travelan** - a Clinically Proven,  
Natural product - is the first Travellers  
Diarrhoea (TD) preventative.

Specifically designed to prevent the  
binding of *E. coli* bacteria to the  
intestinal wall – inhibiting the bacteria  
from releasing toxins into the body,  
thereby causing diarrhoea.



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# Travelan Advantages

- Travelan is a patented formulation and it works!
- Natural product – not an antibiotic!
- Unique niche product, no competition – alternative products are only used after problems begin.
- No cannibalization – should not affect the sale of other products, should help increase sales.
- Drive new customers into stores – product is in demand from Pharmacies.
- Well priced and profitable for retailers.

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# Brief History

- The Travelan project began in 1993.
- Travelan is specifically designed to reduce the risk of infection with Enterotoxigenic *E. coli* proven to be the major cause of TD.
- Travelan has completed successful clinical trials in Europe and the US.
- Trials have shown up to 90% protection against infection from the types of *E. coli* that cause TD.
- Even the small portion of patients who were affected by *E. coli*, had significantly less severe symptoms than those not receiving Travelan.

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## Why is TD such an issue?

Travellers Diarrhoea is the number one health problem for international travelers in terms of frequency **and** economic impact.

Besides the usual discomfort and inconvenience, TD can be serious enough to warrant confinement to bed, or even hospitalisation.

Even mild TD can seriously affect the effectiveness of a business trip, or worse - your enjoyment of a well deserved holiday!

## How does Travelan Work?

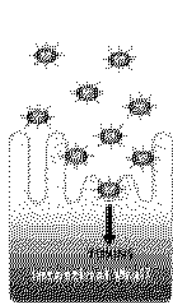
Through the use of natural protection mechanisms, Travelan uses the antibodies and anti-microbial properties from Colostrum, harvested from dairy cows, that have been hyper-immunized with a patented Anadis vaccine.

Antibodies, in very high numbers, are present in Colostrum. The Anadis vaccine ensures the cow produces larger amount of specific antibodies. These antibodies, the active ingredient of Travelan, attach themselves to the antigen (*E. coli*), preventing the release of toxins into the body, which cause diarrhoea .

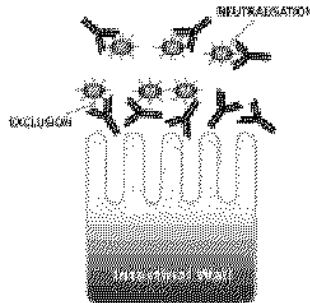
# How does Travelan Work?



WITHOUT  
**Travelan**



WITH  
**Travelan**



TOXIN: Enterotoxigenic E. coli    Antibody

The *E. coli* bacteria attach to the intestinal wall, from where they release toxins. The violent gut reaction to these toxins is the cause of diarrhoea.

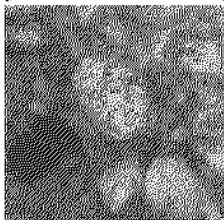
The antibodies in Travelan bind to the bacteria (causing agglutination) and preventing them from attaching themselves to the intestinal wall. Toxin can no longer be released by the bacteria.

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# Travelan In Action

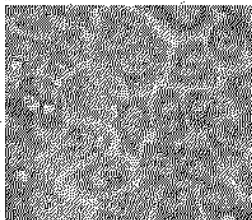


**Ordinarily**

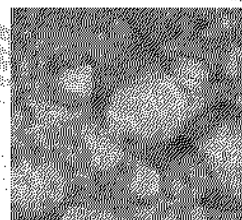


The 'control' cells. The hundreds of little black dots are *E. coli* bacteria attaching to the cell walls.

**With Travelan**



Even at very small doses (around 1% of normal dose) the improvement is obvious.



At normal Travelan doses there are practically no *E. coli* attaching to the cell walls.

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# Travelan in Action

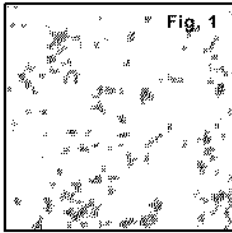


Fig. 1

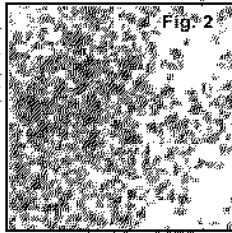


Fig. 2

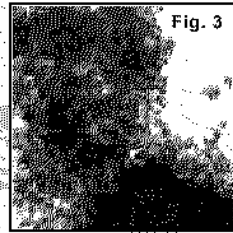


Fig. 3

**Gram stain of *E. coli* without and with Travelan Colostrum.**

**Fig. 1:** Control

**Fig. 2:** 1 mg/ml Travelan Colostrum

**Fig. 3:** 5 mg/ml Travelan Colostrum.

Note agglutination of the *E. coli* with the antibodies in Travelan – these microscopic 'clumps' will pass through the body.

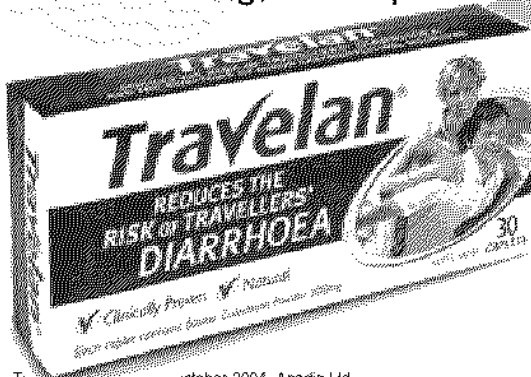
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# How is Travelan taken?



Travelan is formulated into a caplet that is taken before each meal; extra caplets can be taken when additional protection is required (e.g. snacking, or in a particularly high risk area)



Travelan comes blister packed in a pack of 30 caplets, this provides approximately 10 days of protection

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## What about safety?



Travelan is a natural preventative, prepared from Bovine Colostrum, with Natural Product credentials accepted by the Australian TGA – one of the most stringent drug regulatory bodies in the world.

All product claims are scientifically proven and in accordance with the TGA's guidelines of evidence for claims in complementary medicine.

The Bovine Colostrum is harvested from Australian dairy cows that are certified free from BSE ("Mad Cow" disease). Each batch is free of antibiotics and pasteurised to kill any pathogens.

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## What about safety?



Travelan contains milk proteins, lactose and glucose. The levels of lactose are very low, with the total daily dose, from Travelan, being well below that at which clinical signs of intolerance can be experienced. The level of glucose in each caplet is only 50mg.

Travelan is not recommended for children under 6 years of age, except on professional health advice.

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# Travelan Production



Due to animal health regulations, initially only 1200 cows were hyper-immunised – no cow had an adverse reaction.

This enabled production of approximately 120,000 packets – for the initial launch into Victorian Pharmacies.

The next immunisation and collection program (immunisation completed) will include over 2,400 cows – providing sufficient bioactive material for approximately 350,000 packets for a national launch around March / April 2005.

Production will continue to expand to meet demand.

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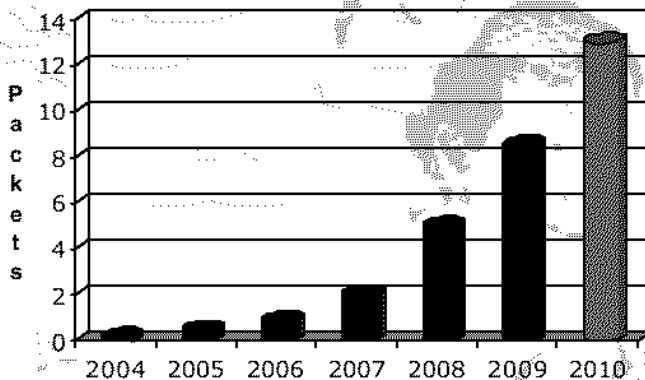
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# Travelan Production



## Estimated Travelan Production

Millions



•2004 - 06 Australian market; begin move off-shore.

•2007 - 08 International market penetration, including parts of Asia, Europe and US.

•2009-2010 production could expand beyond this with China having 30m+ Western visitors and growing internal travel. Estimated potential 20m+ packets.

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# Travelan Distribution



- Initial product launch and distribution is restricted to Victoria. This will begin early October 2004.
- National launch is planned for March – April 2005.
- Travelan is distributed through the 3 major Pharmacy wholesalers: Mayne Health, Sigma and API (Australian Pharmaceutical Industries).
- The wholesalers then on-sell the product to their own major pharmacy chains and smaller independent pharmacies.

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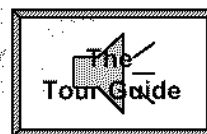
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# Advertising



The media launch begins October 2004, focusing on Victoria. The campaign covers print media including newspapers and travel publications (examples on following slide), as well as signed advertising and radio.

The radio 'ads' are included below for your enjoyment!



*Note: Advertisements will only work on a computer with sound enabled.*

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# Travelan Advertising



**ENGAGED**

*Too busy to enjoy your holidays?*

**Travelan**  
RELIABLY PREVENTS THE MOST COMMON TRAVEL-RELATED ILLNESS  
© 2004 Travelan Pty Ltd

*Finally...  
 Travel Assurance  
 for your GUTS.*

**Travelan**  
RELIEVES THE PAIN OF  
 TRAVELER'S DIARRHOEA

- Discomfort? Discomfort (DI) is the number one health problem affecting travellers abroad
- Unlike other medications, Travelan actually reduces the risk of DI to 10% from 30% in the 2 days before departure
- GUTS & IBS travellers busy with your travel

Clinically Proven  
 Natural

Travelan is available in sachets, capsules, tablets and oral suspension. See your local pharmacist for more information. © 2004 Travelan Pty Ltd

[www.travelan.com.au](http://www.travelan.com.au)

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