

Microskin Celebrates Successful 2016 and Provides Corporate Update

LONDON and BRISBANE, Australia, March 6, 2017 – Microskin plc (MLSKN:Euronext Paris) provided today a recap of successful corporate activities in 2016. Microskin has a personalized, color-matched line of waterproof, second skin products that are currently used by people who want to conceal vitiligo, rosacea, birthmarks, burns, eczema, lupus, keloid scarring, tattoos, and other skin-related conditions. In addition, Microskin is in the process of regulatory approval for Sunseal, a non-pigmented sunscreen that retains all the other properties of the "second skin" product, including sweat proof, highly waterproof, and long lasting.

“Last year we accomplished many our goals from expanding the international footprint of our clinics that provide Microskin’s ‘second skin’ products to acquiring ISOCOL, one of Australia’s most trusted and iconic brand, with a clear plan and relationships for global distribution,” said Barry Amor, chairman of Microskin plc. “We are grateful for the support of our investors and we are looking forward to continued growth and success in 2017.”

[In December 2016, Microskin announced the acquisition of ISOCOL International.](#) The acquisition was finalized in February 2017 and an agreement with Nice Pak Products was subsequently announced for the distribution of ISOCOL products in Canada, China, and Singapore.

“ISOCOL Rubbing Alcohol Antiseptic is one of the most versatile products on the market and has been a must-have product in Australian households, with a multitude of applications from general cleaning to skin treatment,” said Mr. Amor. “Because of this acquisition we have an established channel to expand the international distribution of ISOCOL as well as Microskin’s retail lines of sunscreens and other unique skin enhancement products into the UK and European markets and open sales opportunities in India and Asia.”

[In August 2016, Microskin launched clinical and consumer iPhone apps](#) to personalize ‘second skin’ product for vitiligo and other skin-related conditions. The first app is available through Apple’s App Store. The second app is for dermatologists and skin clinics and requires a specialized iPhone clip-on device, which emits a signature light source to provide a comprehensive color match. The specialized device and app is available through Microskin’s clinical partner program.

“Other apps do a simple paint-matching program which serves up a flat, artificial color,” explained Mr. Amor. “We took advantage of the excellent computing and camera power of today’s mobile devices to build a breakthrough app that captures and calculates skin’s reflective and translucent characteristics to identify a person’s true skin color. Once the app finds a skin color match, the user can order second skin products directly through Microskin’s online store.”

[In May 2016, Microskin continued to expand the company’s worldwide network,](#) with announcements of clinics opening in Toronto, Canada; Coimbatore, India; and Riyadh, Saudi



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Arabia. Bringing the total to nine clinics around the world that offer a personalized solution to create a color-matched, waterproof 'second skin' to conceal or camouflage skin conditions. The six other clinics are in Australia, Estonia, New Zealand, Turkey, and the United States.

"The great need for our world-leading second skin product has propelled the expansion of Microskin's worldwide network of clinics to Canada, India and the Middle East," said Mr. Amor. "People around the world are searching for second skin solutions for something as simple as camouflaging a tattoo to the profound effect of covering noticeable skin conditions like vitiligo, allowing our clients to feel like themselves again."

Since the opening of its first clinic in Brisbane in 2005, Microskin has assisted people from all over the world with skin-related conditions, including vitiligo, birthmarks, burns, eczema, lupus, and keloid scarring. Vitiligo is a condition where the skin loses color in blotches. Different than heavy foundations or makeup, Microskin's second skin does not rub off, allows skin to breathe, and lasts several days.

About Microskin plc

Founded in 2005, Microskin plc is a public company that develops simulated second skin for a variety of cosmetic and medical uses. Microskin's simulated second skin is the world-leading product that combines years of cosmetic chemistry research with a proprietary color-matching software. Because Microskin's second skin does not rub off, it is water-resistant and lasts for several days. Each client receives an individualized product kit that can easily be applied at home. For more information, please visit <http://www.microskinuk.com/>.

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SOURCE: Microskin, plc