



11 April 2016

Dear Shareholders,

I would like to invite you to join me and members of my team to learn about **'Doing Business In China'**. We will be hosting a shareholder briefing at our Warriewood Campus, 20 Jubilee Ave, Warriewood on Friday 6th May from 9.30am to 1pm.

China is an important part of Blackmores' growth strategy, as it is for the Australian economy, and therefore gaining an understanding of how this market works is increasingly important for shareholders.

We are very proud of the support for our Brand in China and believe strongly in the prospects of this market and the opportunities it can bring.

Like many countries, regulation evolves and develops in China. In the last week alone there have been several important developments. Blackmores' view of these latest developments is that we welcome the focus from the Chinese Government on clarifying rules for importing.

I want to give you an opportunity to hear not only from my team and me, but also from Liu Bing the Senior Advisor, China at Austrade and Andrew Parker, a Partner from PWC and the Head of their Asia Practice, on what they believe are the opportunities and challenges when building a business in China.

I do hope you will be able to join me as together we continue to learn about this important market.

Please can you confirm your attendance by either emailing Simone Koolloos on skoolloos@blackmores.com.au or by phoning her on 02 9910 5186.

Recognising many shareholders will not be able to join us at Warriewood that day, we will host a smaller briefing in Shanghai on Tuesday 10th May 2016 and in Melbourne on Thursday 19th May 2016. If you would like to join either of these briefings, please contact Simone Koolloos. Finally, we will of course release to the market a copy of any presentations used and post these on our website.

I look forward to meeting you soon.

Very best regards,

Christine Holgate | CEO & Managing Director