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**BLACKMORES TAKES CONSUMER INSIGHT
TO BOOST SHAREHOLDER EXPERIENCE
WITH THE LAUNCH OF A SHAREHOLDER APP**

Blackmores (ASX:BKL) is proud to release an app for shareholders using new technology created by Computershare and their app partners, Amplifier Corporation.

“Our consumers are increasingly looking to engage with us through mobile technology and we used the same insight to launch a mobile solution for shareholders that is effectively a one stop shop for them to manage their investment in Blackmores,” said Cecile Cooper, Blackmores Company Secretary.

The app is the first of its kind because of its deep integration with Computershare to enable shareholders and brokers mobile access to manage their shareholding, as well as:

- Live share price updates
- View dividend history
- Obtain dividend or tax statements
- Receive news, announcements, key dates and invitations to shareholder events

“Through intelligently-linked content, we are creating a superior user experience for shareholders in a whole new way,” said Greg Dooley, Managing Director of Computershare Investor Services. “We wanted to make everyday life simpler for shareholders by offering them a completely new and user-friendly way of accessing their share information.”

Adam Friedman, Amplifier CEO said, “Blackmores is leading the charge with innovation and their desire to communicate with shareholders in new ways on mobile is setting a benchmark for listed companies here and abroad. We’re also proud to partner with Computershare to bring this integration to market and provide this service to all Computershare customers and their shareholders in 2018.”

“Shareholders at our October AGM were part of the pilot of the first phase of the app,” said Cecile Cooper. “We have the capacity to add more features in the future to enhance the experience we offer our investors.”

The Blackmores Investors app is downloadable at <https://blackmores.computershareapps.com> or by texting the word ‘Blackmores’ to 0400-813-813 (Aust and NZ). The app is compatible with all mobile devices, and gives all shareholders easy access to their holdings and all relevant Blackmores investor announcements and company information.

Access is via a secure login using a Securityholder Reference Number (SRN) or Holder Identification Number (HIN) and postcode.

For further information, please contact:

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