

ASX RELEASE

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Purchase of Convertible Security

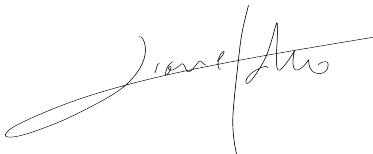
Novogen today announced that it has under the Convertible Securities Agreement referred to in its announcement of 4 July 2013, issued a second convertible security to its US based institutional investor. This will raise another \$1 million to fund Novogen's continued drug development program. The terms of the Convertible Securities Agreement remain unchanged.

Dr Graham Kelly, Novogen CEO said. "We recently announced the acquisition of a second drug technology platform known as anti-tropomyosins. The funds raised through the issuance of this convertible security will be applied to the development of that drug platform."

About Novogen

Novogen Ltd is a public Australia biotechnology company whose shares trade on both the Australia Stock Exchange (symbol 'NRT') and NASDAQ (symbol 'NVGN'). The company is based in Sydney, Australia, with an office in Ithaca, NY, USA. The Company is focused on the development of drug strategies that will deliver personalized chemotherapy based on the effective elimination of cancer stem cells and somatic cancer cells across a range of genotypes.

Yours truly,



Lionel Mateo
Company Secretary