

ASX:NRT

NASDAQ:NVGN

Novogen Ltd
(Company)

ABN 37 063 259 754

Capital Structure

Ordinary Shares on
issue:

260 M

Board of Directors

Dr Graham Kelly
Chairman &
Executive Director

Steve Coffey
Non Executive Director

John O'Connor
Non Executive Director

Prof Peter Gunning
Non Executive Director

ASX RELEASE

2 April 2015

Novogen Engages Leading US Investor Relations Firm

Novogen Ltd (ASX:NRT NASDAQ:NVGN) today announced it has appointed US-based public relations firm, PCG Advisory (PCG), to drive the Company's investor-awareness program in the US. PCG will be using their expertise in creating awareness and establishing key relationships within the US investment community via their targeted outreach campaign.

Dr Graham Kelly said "The investment community has reacted positively in recent times to the Company's extensive drug discovery program and with significant growth in activity ahead in the short-term, we felt it was timely to appoint an advisory firm to build on that momentum and communicate our activities to the market to maximise shareholder value. Showcasing the Company to the wholesale investment community is a key part of our strategy to bring new investors into the stock through on-market buying. We look forward to working with the PCG team".

Jeff Ramson, Founder and CEO of PCG stated, "We are excited to work with the entire team at Novogen. We have extensive experience with Australian emerging growth companies that have stakeholders on several continents. We look forward to communicating the Novogen story to a larger group of US investors, who need to learn about their drug technology platforms and how management will execute the Company's strategy in the short and long term. We look forward to the partnership."

ABOUT PCG ADVISORY GROUP

Founded in 2008, PCG Advisory Group is dedicated to the delivery of top tier capital markets advisory services, strategic investor relations, tactical digital and social media communications and cutting edge media and public relations for public and privately held companies. The team at PCG has extensive experience with life sciences and healthcare, high technology, metals and mining, financial services and emerging growth companies from around the globe.

PCG's Capital Markets Advisory Services include overall investor relations' strategy development to increase and leverage investor awareness, visibility and credibility. PCG's Social and Digital Media services include leveraging social and professional digital media sites to effectively and accurately communicate client stories. As an aggregation, distribution, and engagement platform, PCG reaches thousands of individual, retail, institutional investors, bankers and analysts using proprietary techniques, search engine optimization, online marketing, website development and our proprietary and extensive distribution network. PCG's Media and Public Relations services are a strategic and integral component of all Corporate Communications. The media and public relations

team works with print, broadcast, online news sites and bloggers to communicate the best client story at the right time. PCG also actively assists clients during the pre and post IPO process as well as through mergers, acquisitions, uplistings, and or a potential crisis. Communicating the client's story accurately and effectively is tantamount to maximizing exposure to its current and potential stakeholders.

About Novogen Limited

Novogen is a public, drug-development company whose shares trade on both the Australian Securities Exchange ('NRT') and NASDAQ ('NVGN'). The Novogen Group includes a New Haven CT – based joint venture company, CanTx Inc., with Yale University.

Novogen has two main drug technology platforms: super-benzopyrans (SBPs) and anti-tropomyosins (ATMs). SBP compounds have been created to kill the full range of cells within a tumor, but particularly the cancer stem cells. The ATM compounds target the microfilament component of the cancer cell and when used in conjunction with standard anti-microtubule drugs, result in comprehensive and fatal destruction of the cancer cell's cytoskeleton. Ovarian cancer, colorectal cancer, malignant ascites, prostate cancer, neural cancers (glioblastoma, neuroblastoma in children) and melanoma are the key clinical indications being pursued, with the ultimate objective of employing both technologies as a unified approach to first-line therapy.

Further information is available on our websites www.novogen.com

For more information please contact:

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Forward Looking Statement

This press release contains "forward-looking statements" within the meaning of section 27A of the Securities Act of 1933 and section 21E of the Securities Exchange Act of 1934. The Company has tried to identify such forward-looking statements by use of such words as "expects," "appear," "intends," "hopes," "anticipates," "believes," "could," "should," "would," "may," "target," "evidences" and "estimates," and other similar expressions, but these words are not the exclusive means of identifying such statements. Such statements include, but are not limited to any statements relating to the Company's drug development program, including, but not limited to the initiation, progress and outcomes of clinical trials of the Company's drug development program, including, but not limited to, Anisina, and any other statements that are not historical facts. Such statements involve risks and uncertainties, including, but not limited to, those risks and uncertainties relating to the difficulties or delays in financing, development, testing, regulatory approval, production and marketing of the Company's drug components, including, but not limited to Anisina, the ability of the Company to procure additional future sources of financing, unexpected adverse side effects or inadequate therapeutic efficacy of the Company's drug compounds, including, but not limited to, Anisina, that could slow or prevent products coming to market, the uncertainty of patent protection for the Company's intellectual property or trade secrets, including, but not limited to, the intellectual property relating to Anisina, and other risks detailed from time to time in the filings the Company makes with Securities and Exchange Commission including its annual reports on Form 20-F and its reports on Form 6-K. Such statements are based on management's current expectations, but actual results may differ materially due to various factors including those risks and uncertainties mentioned or referred to in this press release. Accordingly, you should not rely on those forward-looking statements as a prediction of actual future results.