



China Pharma Holdings, Inc. Launched Health Product Noni Enzyme ARARATO®

HAIKOU CITY, China, November 13, 2018 - China Pharma Holdings, Inc. (NYSE MKT: CPHI) (“China Pharma,” the “Company” or “We”), an NYSE American listed corporation with a fully-integrated specialty pharmaceuticals subsidiary based in China, announced today the launch of its health product Noni Enzyme ARARATO® to the market.

Noni, also known by its scientific name as *Morinda citrifolia*, is a fruit-bearing tree in the coffee family, Rubiaceae. Its native range extends across tropical islands of the South Pacific, and Hainan Island, China. The strong-smelling fruit has been used in traditional medicine, and in the consumer market, it has been introduced as a supplement in various forms, such as health products, skin products, and juices.

“Noni Enzyme is rich in Proxeronine and Proxeronase, which is a natural, healthy and nutrition-rich food supplement. Noni was approved by the Chinese Ministry of Health as a new resource food in 2010” said Ms. Zhilin Li, China Pharma’s Chairman and CEO. Ms. Li continued, “Our product ARARATO® uses high quality noni fruit grown locally in Hainan Island as its raw material, and enjoys the quality assurance system environment back-up by our facility as a pharmaceutical manufacturer. We are committed to providing a high quality Noni enzyme product to the market.”

The launch of ARARATO® represents a strategic development for our company to expand into the health product market. We believe that with the aging of the Chinese population, the growth of the middle class population, and the strengthening of national health awareness, we are in a good position to explore health products – along with our core business of pharmaceutical products – to leverage use of our facilities and sales channels to meet market needs.

About China Pharma Holdings, Inc.

China Pharma Holdings, Inc. is a specialty pharmaceutical company that develops, manufactures and markets a diversified portfolio of products, focused on conditions with high incidence and high mortality rates in China, including cardiovascular, CNS, infectious, and digestive diseases. The Company's cost-effective, high-margin business model is driven by market demand and supported by new GMP-certified product lines covering the major dosage forms. In addition, the



Company has a broad and expanding nationwide distribution network across all major cities and provinces in China. The Company's wholly-owned subsidiary, Hainan Helpson Medical & Biotechnology Co., Ltd., is located in Haikou City, Hainan Province. For more information about China Pharma Holdings, Inc., please visit www.chinapharmaholdings.com. The Company routinely posts important information on its website.

Safe Harbor Statement

Certain statements in this press release constitute forward-looking statements for purposes of the safe harbor provisions under The Private Securities Litigation Reform Act of 1995. Any statements set forth above that are not historical facts are forward-looking statements that involve risks and uncertainties that could cause actual results to differ materially from those in the forward-looking statements. Such risks and uncertainties may include, but are not limited to: the achievability of financial guidance; success of new product development; unanticipated changes in product demand; increased competition; downturns in the Chinese economy; uncompetitive levels of research and development; and other information detailed from time to time in the Company's filings and future filings with the United States Securities and Exchange Commission. The forward-looking statements made herein speak only as of the date of this press release and the Company undertakes no duty to update any forward-looking statement to conform the statement to actual results or changes in the Company's expectations, except as required by applicable law or regulation.