Immuron to Seek Approval of Rights Issue Options at AGM

Melbourne, Australia, 2nd August, 2016: Immuron Limited (ASX:IMC) advises that it will not be calling a separate shareholder meeting to seek approval for the issuance of the new free-attaching 1:1 New Options pursuant to the recent Rights Issue Capital Raising instead, shareholder approval will be sought at the Company's forthcoming Annual General Meeting (AGM) to avoid the considerable financial and human resourcing costs associated with holding a separate shareholder's meeting.

As shareholders are aware, whilst the exercise price of these New Options is currently out-of-the-money, the attraction of these free-attaching New Options is that over the three (3) year period following their issuance, prior to their expiry, the New Options may assist holders to recognise forthcoming major economic inflection points for the Company which may include, but not be limited to;

- release of our interim NASH Phase II clinical trial results estimated in 4Q, 2016;
- realisation of returns from recently entered markets through distribution channel partners for Travelan and Protectyn in both the US and China;
- further developments in our groundbreaking C-Difficile asset, IMM-529; and
- enhancement and further exploration of our other pipeline products including Colitis;

which will all signify major milestones for the Company which may potentially bring the exercise price of the free-attaching New Options into the money.

The Company will endeavor to hold its AGM as soon as practicable in October 2016 where the approval of issuance of the New Options can be put before Shareholders for their considered approval as an item of ordinary business on the AGM agenda.

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About Immuron:

Immuron Ltd (ASX: IMC; OTCQB: IMROY) is a microbiome company focused on developing and commercializing oral immunotherapeutics for the treatment of a many gut mediated diseases. Immuron has a unique and safe technology platform that enables a shorter development therapeutic cycle. The Company currently markets and sells Travelan® for the prevention of Travelers' diarrhea, whilst its lead product candidate IMM-124E is in Phase 2b clinical trials for NASH and ASH. These products together with the Company's other preclinical immunotherapy pipeline products targeting immune-related diseases currently under development, will meet a large unmet need in the market. For more information visit: www.immuron.com

Forward-Looking Statements:

Certain statements made in this release are forward-looking statements and are based on Immuron's current expectations, estimates and projections. Words such as "anticipates," "expects," "intends," "plans," "believes," "seeks," "estimates," "guidance" and similar expressions are intended to identify forward-looking statements. Although Immuron believes the forward-looking statements are based on reasonable assumptions, they are subject to certain risks and uncertainties, some of which are beyond Immuron's control, including those risks or uncertainties inherent in the process of both developing and commercialising technology. As a result, actual results could materially differ from those expressed or forecasted in the forward-looking statements. The forward-looking statements made in this release relate only to events as of the date on which the statements are made. Immuron will not undertake any obligation to release publicly any revisions or updates to these forward-looking statements to reflect events, circumstances or unanticipated events occurring after the date of this release except as required by law or by any appropriate regulatory authority.