

## Bod achieves ‘Generally Recognised as Safe’ (GRAS) status further supporting US market entry

Bod is a cannabis centric healthcare company. With a global focus and a mission to innovate and transform the way we live and enjoy life. Delivering premium, proven and trusted products for both the consumer markets and medical markets. Leading the way in research and development, through collaborations with research partners on clinical trial programs.

Committed to supporting the healthcare professional on Cannabinoid applications with education, research and knowledge.

### CAPITAL STRUCTURE

ASX code **BDA**  
 Shares on issue 91.4m  
 Market Capitalisation ~\$28.3m

### BOARD & MANAGEMENT

Mr Mark Masterson  
 Non-Executive Chairman

Ms Jo Patterson  
 Chief Executive Officer

Mr Akash Bedi  
 Non-Executive Director

Mr George Livery  
 Non-Executive Director

Mr Patrice Malard  
 Non-Executive Director

Mr Simon O’Loughlin  
 Non-Executive Director

Mr Stephen Kelly  
 Company Secretary

### CONTACT

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- **Bod’s CBD and hemp oil extract has been designated safe for use in food and beverage applications in the USA in accordance with stringent US Food and Drug Administration (FDA) guidelines for Self-Affirmed GRAS registration**
- **Bod is the first ASX-listed company to achieve Self-Affirmed GRAS status for CBD and hemp products**
- **Allows Bod to progress US product launch – approximately 10 new products to be introduced under existing H&H Group brands**
- **First purchase orders from H&H Group anticipated in the coming months, which will strengthen Bod’s growing revenue profile**
- **US provides significant opportunities for Bod – total market value of CBD and hemp products is expected to grow to US\$23.7Bn by 2023<sup>i</sup>**

**Sydney, Australia – 23 September 2020:** Medicinal cannabis, CBD and hemp healthcare products company, Bod Australia Limited (“Bod”, or “the Company”) (ASX: BDA) is pleased to advise that an independent expert panel has unanimously concluded that Bod’s CBD and hemp oil preparation is Generally Recognised as Safe (“GRAS”) in specified food products in accordance with the stringent US Food and Drug Administration (“FDA”) safety guidelines.

Achieving Self-Affirmed GRAS status is a major achievement for Bod and means that the Company’s proprietary (patent pending) extract is now considered safe for use in a wide range of food supplement and beverage applications. This supports Bod’s introduction of its CBD and hemp range into the USA.

The regulatory approval follows nine months of planning and preparation by the Company and a stringent review of its operating, extraction, and formulation processes by an independent panel of highly qualified experts in the USA.

Bod will immediately progress the launch of approximately 10 new products in oil and soft gel capsule formats for the US market under existing brands in collaboration with exclusive global partner and Swisse Wellness parent company, Health and Happiness Group Ltd (H&H Group, HKSE: 1112).

Bod and H&H Group will launch products directly to consumers through ecommerce platforms as well as with recognised retailers in the US. H&H Group has an established presence in the USA and the Company expects to generate significant revenue from the launch of its products in this market. Production of first products is expected to commence in the coming months, which will also coincide with first purchase orders from H&H Group.

**CEO Jo Patterson said:** “Bod is the first ASX-listed company to secure GRAS approval for its extracts and joins a number of top-tier CBD and hemp focused companies, including Charlotte’s Web (TSX: CWEB) as leaders in delivering innovative and safe products to the US market.

*“The US is a large and important market for us, and we look forward to our expansion into this market. We expect to launch approximately 10 new products under H&H Group brands with production commencing and first revenues materialising from initial purchase orders in the coming months.*

*“Bod looks forward to providing regular updates on the receipt of initial purchase orders from H&H Group and the proposed product launches.”*

- ENDS -

## ABOUT BOD AUSTRALIA

**Bod Australia Limited (ASX:BDA)** Bod is a cannabis centric healthcare company.

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Delivering premium, proven, and trusted products for both the consumer markets and medical markets.

Leading the way in research and development, through collaborations with research partners on clinical trial programs.

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**This announcement was authorised for release by the Board of Directors of Bod Australia Limited.**

**For more information please contact:**

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<sup>i</sup> <https://www.prnewswire.com/news-releases/us-cbd-market-projected-to-grow-at-107-annual-average-cagr-through-2023-300893763.html>