

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 ~\$48.4m

#### 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

Level 1, 377 New South Head Rd  
 Double Bay, NSW 2028

T +612 9199 5018  
 E info@bodaustralia.com.au

## Bod launches Swisse Wellness-branded CBD products in the Netherlands

- **Four new CBD products now available through Swisse's ecommerce channels as well as through established health food chain Holland and Barrett**
- **Marks the third major market entry for Bod consumer CBD products – sales channels now established in Australia, UK and Netherlands with more pending**
- **Planned expansion into more European markets will strengthen Bod's revenue base – market for CBD products in Europe is worth over €450m and growing to €1.5Bn by 2023<sup>i</sup>**
- **Bod now focused on progressing US market entry – first binding purchase orders for products expected this quarter**

**Sydney, Australia – 20 October 2020:** Medicinal cannabis, CBD and hemp healthcare products company, Bod Australia Limited ("Bod", or "the Company") (ASX: BDA) is pleased to advise that it has launched four new CBD products in the Netherlands, under recognised Australian vitamin and skincare brand Swisse Wellness ("Swisse").

The CBD products, which are in soft gel cap form and designed to target specific need states including immune function and joint mobility, are now being sold through Swisse's ecommerce channels and in store at established health food chain Holland and Barrett. A Swisse-branded marketing and sales campaign and in store promotions are supporting the launch.

The launch follows Bod's exclusive global partnership with Swisse's parent company, Health and Happiness Group Limited ("H&H") (HKSE: 1112) (refer ASX announcement: 19 July 2019) and marks the third major market into which both parties have successfully launched products.

Bod and H&H's products are now being sold in Australia, the United Kingdom and the Netherlands, with entry into additional European countries and the United States expected in coming months.

As per the Company's exclusive licencing agreement with H&H, Bod will receive a royalty on net product sales as well as a cost plus margin for the supply of its CBD extract and formulas. Revenue from first Netherland sales is expected to fall in the current quarter as products are now available to consumers.

**CEO Jo Patterson said:** "Together with H&H, we have now collaboratively launched Swisse-products into three major markets in a very short space of time and the Company is confident that our high-quality CBD products will be well received by consumers to address a range of mainstream need states.

"Bod will continue to work with H&H and Swisse on expanding the range beyond the first four CBD products and we expect the number of countries where we sell product to expand in the coming months. We are also working on product development initiatives for our proposed US market entry. This will be another key revenue driver for Bod. We have a number of growth initiatives underway that will crystallise further value for our shareholders."

- ENDS -

## ABOUT BOD AUSTRALIA

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

**For more information please contact:**

Jo Patterson  
Chief Executive Officer  
[info@bodaustralia.com](mailto:info@bodaustralia.com)  
+61 2 9199 5018

Henry Jordan  
Six Degrees Investor Relations  
[henry.jordan@sdir.com.au](mailto:henry.jordan@sdir.com.au)  
+61 431 271 538

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<sup>i</sup> <https://www.prnewswire.com/news-releases/europes-cbd-market-projected-to-grow-by-400-301117489.html>