

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 ~\$12.8m

#### 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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## Swisse Wellness and Bod launch first hemp products into 2,000 Australian stores

- **Nine initial hemp seed oil products under the Swisse brand to roll out on shelves in March - stockists include Chemist Warehouse, Priceline, and Coles**
- **Planned range and international market expansion across H&H network in coming months**

**Sydney, Australia – 30 March 2020:** In their first product collaboration together, Australian medical cannabis, CBD and hemp brand, Bod Australia Ltd ("**Bod**") (ASX: BDA), and Australian vitamin, supplements and skincare brand Swisse Wellness Pty Ltd ("**Swisse**") have launched nine hemp-based products for the Australian market.

Initially, the hemp-based products will be stocked in approximately 2,000 locations of leading retailers, including Chemist Warehouse, Coles, and Priceline Pharmacy.

This is the launch of the Swisse hemp range into Australia, following an exclusive global partnership with Bod secured in July 2019 with Swisse's parent company, Health and Happiness Group Ltd - H&H Group ("**H&H**") (HKSE: 1112). The range includes various skincare products, as well as soft gel caps containing hemp seed oil. Interest from large retail groups has been very encouraging.

**Swisse Managing Director Nick Mann said:** "Swisse's Hemp product roll out is a strategic move for the brand as we focus on offering innovative wellness solutions that respond to consumer shifts and growing demand. For Swisse, as we reflect on our first 50 years and embark on the next chapter for our brand, hemp is very exciting - it is not just a great business opportunity but speaks to our brand pillars, and importantly aligns with our sustainability strategy and commitments. We are preparing our business for the legalisation of CBD in Australia, so we can take advantage of the market with product innovation in partnership with Bod."

**Bod Australia CEO Jo Patterson said:** "Launching nine products with such a recognised and trusted brand in Swisse is game changing for Bod. We anticipate considerable consumer uptake once stock is available for purchase. We look forward to providing regular updates to shareholders as sales build."

A Swisse branded sales and marketing campaign, along with in store promotions are supporting the launch to market.

Bod and H&H will continue to collaborate on new hemp-based products and progress entry into international markets to greatly broaden the sales footprint.

**This announcement has been authorised by the Board of Bod Australia Limited.**

**- ENDS -**

#### About Swisse Wellness:

Swisse is an Australian vitamin, supplement and skincare brand. In the late 1960s, Swisse's founder Kevin Ring set out on a quest to harness rich ingredients from around the world. Premium, proven and aspirational, the brand pillars are movement, mind and nutrition.

## ABOUT BOD AUSTRALIA

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### For more information please contact:

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