

Bod commences production for Italian market entry supported by \$1.0m binding purchase order

- **Bod receives \$1.0m binding purchase order from H&H Group for 4 Swisse branded hemp seed oil products**
- **Products to be launched in over 4,000 pharmacies across Italy and through Swisse ecommerce channels**
- **Marks the fourth major market entry for Bod’s products – sales in Australia, UK and Netherlands continue to build and contribute to revenue growth**
- **Preparation continues for US market entry – first binding purchase orders for products expected in the near term**

Sydney, Australia – 24 November 2020: Medicinal cannabis, CBD and hemp healthcare products company, Bod Australia Limited (“Bod”, or “the Company”) (ASX: BDA) is pleased to report that it has received a binding purchase order from exclusive global partner, Health & Happiness Group Limited (HKSE: 1112, “H&H”) valued at A\$1.0m (€620,000) for four Swisse Wellness branded hemp seed oil products for the Italian market.

The hemp seed oil products, which are in soft gel cap form, are designed to target specific need states including sleep, energy levels, stress and general wellness.

Bod and H&H will launch the products in over 4,000 pharmacies across Italy, as well as through Swisse’s ecommerce channels. The launch will be complimented by Swisse branded marketing and sales initiatives, as well as in store promotions and social media campaigns utilising high profile influencers.

The launch will mark the fourth major market that both parties have launched CBD and hemp products. Products are currently being sold in Australia, the United Kingdom, and the Netherlands, with entry into other European countries and the United States in the coming months.

The binding purchase order strengthens Bod’s growing revenue profile. As per the Company’s exclusive licencing agreement with H&H, Bod will also receive a royalty on net product sales, as well as a cost plus margin for the supply of its extracts and formulas, underpinning additional revenue growth. Bod has now commenced manufacturing of the products and expects first deliveries to retailers to occur in the coming months.

In addition, following a recent ruling by the Court of Justice of the European Union outlining that CBD cannot be regarded as a narcotic, Bod will progress discussions to launch CBD products under the Swisse brand into a number of key European markets.

CEO Jo Patterson said: *“This binding purchase order for A\$1.0m strengthens our growing revenue profile and importantly, unlocks another market where Bod can benefit from the sale of its products under a globally recognised wellness consumer brand.*

“H&H have an established footprint in Italy, with a footprint of 4,000 pharmacies. Swisse Wellness is also regarded as a leading brand throughout Europe, which is a major advantage for Bod and we expect to benefit from in country sales in the coming months.

“As more consumers connect with our trusted brands, we expect future purchase orders to increase in size and value. We will continue to work with H&H Group and Swisse to explore opportunities throughout Europe and North America for our CBD and hemp products, which we are confident will unlock further value for shareholders.”

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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 ~\$47.5m

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

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ABOUT BOD AUSTRALIA

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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.

Committed to supporting the healthcare professional on Cannabinoid applications through education, research and trials.

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

For more information please contact:

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