

Bod Australia Limited (ASX:BDA) is a developer, distributor and marketer of health products and supplements, with a focus on plant-based extracts including medicinal cannabis.

#### CAPITAL STRUCTURE

ASX code **BDA**  
 Shares on issue 68.5m  
 Market Capitalisation ~\$28m

#### BOARD & MANAGEMENT

Mr George Livery  
 Executive Chairman

Ms Jo Patterson  
 Chief Executive Officer

Mr Stephen Thompson  
 Executive Director

Mr Simon O'Loughlin  
 Non-Executive Director

Mr Simon Taylor  
 Non-Executive Director

Mr Mickey Perret  
 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](mailto:info@bodaustralia.com.au)

## Bod continues to attract industry leading management following the appointment of ex-Blackmores executives

- **Bod appoints Charles Altshuler, previously financial and operations manager at Blackmores Ltd, as Head of Finance**
- **Despina Lord, ex-Integria Healthcare and Blackmores, appointed as Medical Science Liaison Manager**
- **Appointments are a testament to Bod's innovation in the health and wellness space – both executives were attracted to the Company's position at the forefront of the industry and ability to leverage the health benefits of hemp and medicinal cannabis**
- **Both bring considerable expertise in revenue generating initiatives, product development, education, marketing and increasing market share**
- **Underpins Bod's strategy of leveraging individuals with specific industry experience to drive growth and unlock shareholder value**
- **European expansion initiatives well progressed – distribution deals with key parties operating in the region pending**

**Sydney, Australia – 19 February 2019:** Developer and distributor of natural, evidence-based skincare and health products including medicinal cannabis, Bod Australia Limited ("Bod", the "Company") (ASX: BDA) advises that it has attracted two industry leaders to strengthen its senior management team, following the appointment of Charles Altshuler and Despina Lord.

Both have considerable experience in the healthcare and natural medicines sector, primarily culminated in roles with Blackmores, one of Australia's largest vitamin and health supplements brands (market capitalisation: \$2.1Bn) and Integria Healthcare, Australia's and New Zealand's leading natural medicine distributor.

The appointments are evidence of Bod's ability to continually attract industry-leading executives, due to its innovative approach to the health and wellness sector. Both Mr Altshuler and Ms Lord will be valuable contributors to the management team as Bod continues to progress its revolution of the health and wellness space and continues to leverage the health benefits of hemp and medicinal cannabis across its product suite.

The appointments further underpin Bod's strategy of attracting top-tier management and leveraging their sector expertise, product knowledge and relationships to drive business growth, progress product development and increase market share.

Mr Altshuler brings over 15 years experience in senior finance and operational positions. Most recently, he was Financial and Operations manager at Blackmores Australia, where he was a leader in the nutritional foods division. He has a strong track record of pursuing revenue generating opportunities and working with contract manufacturers to bring new product to market, while simultaneously ensuring financial and operational control to grow market share. During his tenure with Blackmores, he progressed multiple commercial initiatives in overseas markets including China and South Korea.

Ms Lord joins Bod Australia following a 20-year career in the healthcare and natural medicines sector. Her experience is culminated in roles with both Blackmores Australia and Integria Healthcare. Ms Lord spent over 15 years with Blackmores, in roles including consumer and practitioner education, innovation, business development and medical marketing. She was responsible for new product launches and PR campaigns to drive growth and increase product uptake. Most recently, Ms Lord was Group Marketing Manager for Integria Healthcare's MediHerb range, globally.

Ms Lord also consults as a naturopath and Bod looks forward to leveraging her experience and credentials to progress its educational initiatives and new product development programs.

Further, Bod is pleased to advise it has made considerable advancements in its European expansion initiatives. The Company has progressed discussions with a number of potential distributors within the region for its range of natural medicines and medicinal cannabis range, MediCabilis™. Board and management expect to finalise these discussions in the coming weeks and look forward to updating shareholders when applicable.

**Bod Australia CEO Jo Patterson said:** "We are excited to have attracted both Despina and Charles to the Bod Australia management team. Both have considerable experience in the VHS and healthcare sector and their appointments further underpin Bod's strategy of uniting best in class management personnel to increase market share and drive growth for shareholders.

"Charles and Despina's knowledge, expertise in new product development, international markets, marketing and financial management will greatly benefit the Company as it continues to revolutionise the health and wellness sector. We look forward to leveraging their diversified skill bases as we continue to determine the multiple health benefits of hemp and medicinal cannabis in everyday life.

"The Company is also pleased to advise, that it has progressed commercial discussions with counterparties across Europe for Bod's CBD supplement range and MediCabilis™ range. Board and management look forward to providing further details on these agreements as they are formalised.

"Further, Bod expects results of the Phase I Clinical trials of its sublingual cannabis wafer will conclude in the coming weeks. The Company will provide an update on these results as soon as they become available."

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## ABOUT BOD AUSTRALIA

**Bod Australia Limited (ASX:BDA)** is a developer, distributor and marketer of health and skincare products. Bod works with plant based extracts, with specific expertise in leveraging the health benefits associated with cannabis and hemp.

Bod is rapidly building an integrated cannabis business, underpinned by agreements with international counterparties Linnea SA, a leading Swiss botanicals extracts manufacturer and iX Biopharma Limited, a late stage Singapore-listed pharmaceutical company. Bod is actively developing a range of over-the-counter and prescription products based on its unique, standardised, pharmaceutical grade cannabis extracts.

The Company has a large distribution footprint in Australia, selling prescription and OTC products to over 1,000 retail outlets, including pharmacies, retail stores and healthcare chains. The Company also has distribution agreements with two of Australia's largest pharmacy wholesalers providing it with access to over two thirds of the market. Bod is also actively building capability in key European markets that it witnesses near term growth prospects.

**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

