

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 84.2m  
 Market Capitalisation ~\$39.5m

**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 Thompson  
 Alternate Director

Mr Stephen Kelly  
 Company Secretary

**CONTACT**

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**Bod and Health & Happiness Group launch first CBD products in the UK**

- **CBD oil range derived from hemp launched in the UK under new H&H Group brand 'CBII'**
- **CBII is H&H Group's premium, consumer focused CBD and hemp brand- marks H&H's first ever use of CBD in range of products**
- **Product launch is the first of numerous to enter into the market in the coming months - and a major milestone in the commercialisation of Bod's CBD consumer products**
- **Product available online with retail sales strategy to follow - underpins growing revenue for Bod**
- **UK represents a large addressable market – an estimated 7.3m UK consumers use CBD annually in a market expected to grow to US\$3Bn per annum by 2024<sup>i</sup>**
- **Additional products to launch H12020 with additional European market entries pending**

**Sydney, Australia – 16 December 2019:** Medicinal cannabis healthcare products company, Bod Australia Limited ("Bod", the "Company") (ASX: BDA), is pleased to advise that it has successfully launched its first CBD products to market in the UK. Products are now live in the United Kingdom, under new premium brand CBII ([www.cbii-cbd.com](http://www.cbii-cbd.com)) as part of the Company's collaboration and exclusive licencing agreement with Health & Happiness Group Ltd (H&H Group, HKSE:1112) (refer ASX announcement: 19 July 2019).

CBII has been established as a new H&H Group brand to distribute, market and sell premium CBD and hemp products to consumers. The CBII product suite includes a range of full spectrum CBD oil products derived from European Good Manufacturing Practice (GMP) hemp extracts in varying strengths (100mg, 200mg and 500mg).



**Image one:** current CBII CBD oil range in varying strengths

The product launch also marks a major milestone in the commercialisation of Bod's cannabis product suite and is the maiden development in the Company's exclusive licencing agreement with H&H Group. Further, it is the first instance that H&H Group have utilised CBD products in its portfolio.

The products are currently available to consumers in the United Kingdom through E-commerce channels. Bod and H&H Group will expand into traditional retail within the country in the coming months. As part of the binding licencing agreement between the two parties, H&H Group will initiate marketing and brand campaigns to drive product uptake and awareness in the UK. Having H&H Group undertake the marketing, sales and distribution processes of these products significantly defrays Bod's working capital.

Bod is working closely with H&H Group to launch additional products and brands, which will be introduced to the UK and other markets in the coming quarters. Both parties also expect to progress a number of additional European market entries as legislation permits.

**CEO Jo Patterson said:** “This is an exciting development and a major milestone for Bod as it marks the commercialisation of our CBD consumer products and unlocks the benefits associated with the Company’s agreement with H&H Group.

“Having our products launched through a consumer focused, premium brand leaves Bod well positioned to capitalise on a rapidly growing market segment. We are confident that product uptake will be strong and this will underpin revenue growth for Bod.

“Product development initiatives remain ongoing and we are excited to have the opportunity to introduce additional lines through the CBII brand and others in the coming months. These new products will help grow market share and provide additional revenue streams for the Company.”

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

**- ENDS -**

## ABOUT BOD AUSTRALIA

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### For more information please contact:

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<sup>1</sup> The UK Cannabis Report – December 2019 – Prohibition Partners