

4th September 2024

Hemp Foods Australia Expands Product Range in Coles

Elixinol Wellness Ltd (ASX:EXL) (“EXL”, “Elixinol”, “Company” or “Group”) is delighted to announce that Hemp Foods Australia (HFA), the Company’s largest brand in its portfolio, has successfully expanded its product range in Coles Supermarket nationally.

This expansion introduces two new products to HFA’s already popular Seed Mix Range: **Keto Seed Mix** and **Energy Seed Mix**. The new SKUs join HFA’s existing four seed mixes, offering a wider variety of nutrient-dense, clean-label options for health-conscious consumers.



NEW SEED MIX SKUs

Hemp Foods Australia: About the Brand

Hemp Foods Australia (HFA) embodies Elixinol’s commitment to clean, plant-based nutrition. HFA products, from Hemp ingredients and flavoured proteins to functional drinks, are designed to meet the growing demand for healthy, nutrient-rich foods. Hemp seeds, the cornerstone of HFA’s offerings, are celebrated for their rich protein content, omega fatty acids, and fibre, making them an ideal ingredient for customers seeking wholesome, sustainable nutrition.

Driving Brand Growth

This extension of HFA’s Seed Mix Range in Coles will help drive revenue growth in H2 FY24. Hemp Foods Australia is already experiencing impressive revenue gains, with sales up 44% during H1 FY24 compared with H2 FY23. The addition of these two new SKUs is also expected to enhance HFA’s market presence and brand recognition.

Growing Market for Healthy Snacking

The Australian snacking market is witnessing significant shifts as consumers increasingly prioritise health, wellness, and convenience. The trend toward clean-label, wholefood eating is growing, with more Australians seeking tasty snacks that also contribute to their overall well-being. High-protein, nutrient-rich options, like HFA's seed mixes, are gaining popularity as they align with these evolving consumer preferences.

We believe HFA's expanded Seed Mix Range positions the Company to capitalise on the growing health-conscious snacking market, making our products more accessible to a broader consumer base, and contributing to Elixinol's long-term growth and profitability.

Authorised for release by the EXL Board of the Company.

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About Elixinol Wellness

Elixinol Wellness Limited (ASX: EXL) is a leader in the global hemp industry, innovating, marketing, and selling hemp and other plant-derived food, skincare, and nutraceutical products:

In Australia, Elixinol Wellness operates a vertically integrated business which produces, manufactures, and distributes a range of highly complementary products delivered across four verticals – human nutrition, human wellness, pet wellness and superfood ingredients. These products are sold under brands including Hemp Foods Australia, Mt Elephant, Ananda Food, Soul Seed and Field Day and are sold through grocery, wholesale, and e-commerce channels. The Australian Superfood Co also supplies Australian natives and superfood ingredients to white label customers as well as food, beverage, and beauty manufacturers.

Elixinol USA sells high quality Elixinol branded hemp and other plant-derived nutraceutical and skincare products.

See more at www.elixinolwellness.com