

ASX Announcement
6th August 2020

CROWD MEDIA SIGNS BINDING AGREEMENT WITH TEADORA

Crowd Media Holdings Limited (ASX: CM8 & FWB: CM3) ("Crowd" or "Company") has executed a Binding Heads of Agreement (HOA) to distribute USA-based Teadora Inc's (<https://www.teadorabeauty.com/>) Brazilian rainforest-inspired natural beauty products into the European market including the Amazon EU marketplace.

This agreement leverages Crowd's core strengths (digital social media / influencer marketing / conversational commerce) to drive sales of Teadora products across Europe including the Amazon EU marketplace. Crowd will act as exclusive digital distributor for Teadora's Brazilian rainforest-inspired natural beauty products in all EU markets. Crowd has already commenced generating Teadora revenue across Amazon EU: <https://bit.ly/Crowd-Teadora-LipDrops>

Whilst the terms of the agreement are confidential, Crowd can confirm that the agreed distribution margin is consistent with standard distribution / reseller margins of 75% and fits strategically with the Company's vision of selling high-margin products and services with which it is closely aligned. The HOA will operate for an initial 6-month pilot period with an option to extend further by mutual agreement.

Award-winning Teadora was founded in 2013 and uses only ingredients that are fair trade sourced, sustainably harvested, carbon reduced focused, recyclable and biodegradable.

This collaboration marks another milestone in the execution of the Company's strategic vision, as outlined by Crowd's Chairman Steven Schapera at the November 2019 AGM, when Mr Schapera highlighted Crowd's plan to sell exemplary products integral to the lives of European-based millennials on a Direct to Consumer model. Crowd has deep experience in digital marketing to millennials and Gen Z in most European countries, across 12 different languages, and will be using influencer and performance marketing strategies to drive TEADORA sales.

Crowd's CEO Domenic Carosa said: "We are excited to have executed a deal with Teadora. According to a market report from Grand View Research, the global organic personal care market size was estimated at USD13.33 billion in 2018 and is projected to register a CAGR of 9.4% from 2019 to 2025 (1) . Increasing demand for cosmetics, skin and hair care coupled with rising need for environmental, animal-friendly products is expected to drive the growth. With Teadora we have found a strong partner to build a profitable business for Crowd in Europe."

This announcement has been authorised for release to the ASX by the Board of Directors of CM8.
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Source:

(1) <https://www.grandviewresearch.com/industry-analysis/organic-personal-care-market>

ABOUT CROWD MEDIA

Crowd Media Holdings Limited (ASX:CM8 & FWB:CM3) Crowd is a tech-based, vertically integrated social commerce business selling exemplary products and services that are integral to the lives of its customers.