



australian  
primary hemp

# Australian Primary Hemp secures second retail distribution agreement with Woolworths

8 February 2021

## ASX Release

### Highlights

- Australian Primary Hemp secures second retail distribution agreement with Woolworths
- APH's new Mt. Elephant 'mylk' branded hemp and oat milk to be ranged in 165 premium Woolworths stores from April 2021
- APH expects this second retail distribution agreement with Woolworths to generate sales revenue of approximately \$250,000 per annum commencing April 2021
- Mt. Elephant brand continues to achieve commercial success and momentum

**Melbourne, Australia; 8 February 2021:** Australian Primary Hemp Ltd (ASX: APH) ("**APH**" or the "**Company**"), a producer, manufacturer, and distributor of premium plant-based health and wellness products, is pleased to announce it has secured a second retail distribution agreement with Woolworths Group Limited ("**Woolworths**"). This second distribution agreement ("**Agreement**") will see APH's Mt. Elephant 'mylk' branded hemp and oat milk carried in more than 165 premium Woolworths stores across Australia from April 2021.

The Mt. Elephant brand continues to achieve commercial success and momentum. This latest agreement follows the first distribution agreement with Woolworths in January 2021 for Mt. Elephant baking products (see ASX announcement dated 18 January 2021) and a retail distribution agreement secured with 7-Eleven Australia Pty Ltd in November 2020 for Mt. Elephant hemp seed-and-nut snack bars (see ASX announcement dated 16 November 2020). APH expects the Agreement to yield sales revenue of approximately \$250,000 per annum commencing April 2021.

The two Mt. Elephant mylk products to be carried by Woolworths are a barista/original oat and hemp mylk and a chocolate oat and hemp mylk. Mylk is an ideal complement to coffee, with hemp lending a nutty flavour and a creamy consistency due to its oat content. APH trialled mylk with a number of Melbourne-based baristas to develop its texture and flavour profile. Mylk also contains highly digestible plant-based protein and a complete essential amino acid profile, whilst being low in saturated fats, free from cholesterol, high in polyunsaturated fats, packed with vitamins and minerals, and is 100% vegan.

The global plant-based milk market is expected to be worth AUD \$28.0 billion by 2026\*, with growth driven by consumers seeking innovative and nutritious alternatives to dairy milk other than soy or almond milk.

\*Source: Global Market Insights report October 2020

ASX Code: APH

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Commenting on the agreement with Woolworths, APH Managing Director and Chief Executive Officer, Neale Joseph, said, “This second agreement with Woolworths will expand the range of Mt. Elephant products being ranged in Woolworths stores and increase consumers’ choices for high-quality, plant-based ‘superfoods’.

“This is just the beginning for our mylk products, and positions APH strongly to open further doors to develop even more products as demand for plant-based milks grow.

“We are immensely pleased with Woolworth’s choice to introduce even more Mt. Elephant products to consumers.

“Our Mt. Elephant product range continues to gather commercial momentum, and APH continues to make significant progress in meeting the Company’s commercialisation and distribution goals with this brand.”

**ENDS**

### About Australian Primary Hemp

Australian Primary Hemp Limited (“APH”) is a vertically integrated business which produces, manufactures, and distributes a range of plant based nutrition brands including hemp products under the Mt Elephant and APH brands, to retail, wholesale, and white label customers in Australia. APH engages across the hemp value chain, encompassing seed selection, farming, processing, packaging as well as distribution and sales of bulk and retail products.

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