



LAUNCH OF SAIPH CBD PREMIUM PERSONAL CARE RANGE IN HONG KONG AND JAPAN

- Cronos Australia Limited (ASX: CAU) launches new CBD brand, Saiph, in key North Asian markets (Japan and Hong Kong)
- The initial Saiph range will include a CBD cleanser, Ablution, and a CBD moisturiser, Tranquillity
- Products will be sold via retailers and direct to consumer via e-commerce channels
- Total addressable market in the skin and body care segments in target markets is in excess of USD \$20 billion

Melbourne, Australia, 25 June 2021 – Cronos Australia Limited (ASX:CAU, “Cronos Australia” or the “Company”) is pleased to launch its third personal care brand in Asia, Saiph.

Saiph is a sophisticated CBD personal care brand that is formulated for sensitive skin. All products in the range have been allergy tested to Japanese cosmetic standards. The brand launches with two premium CBD hand and body care products paired to work together: a gentle gel cleanser, **Ablution**, and a protective moisturiser, **Tranquillity**.

Saiph is being launched in Japan and Hong Kong and will join Cronos Australia’s Bathing Shed brand of Tasmanian hemp-oil based personal care products and FCTR brand of CBD performance recovery products on the market. Saiph products are not yet available in Australia for regulatory reasons.

Cronos Australia believes the total value of retail sales in the skin and body care segments of the Company’s two initial target markets, Japan and Hong Kong, were in excess of USD \$20 billion in 2018 (*source: national statistics agencies, export.gov, Statista*).

Saiph’s Ablution CBD Cleanser

Saiph’s **Ablution** is a premium gel-based hand and body cleanser. It uses very mild, high-quality cleansing agents, including cocamidopropyl betaine and decyl glucoside. Hyaluronic acid and ceramides help ensure the skin is kept moist during cleansing and rinsing.

Ablution also contains 350mg of pure, Japanese-compliant CBD. A number of studies, including the reference at the end of this release, have suggested that CBD may have anti-inflammatory effects.

The 350mL Ablution pump dispenser has an RRP of **JPY3410** in Japan and **HKD230** in Hong Kong, inclusive of all taxes (being approximately AUD39).

Ablution is designed to be used with its partner product, **Tranquillity**, a rich moisturiser with a whipped texture, formulated to be gentle on the skin while being rapidly absorbed.

Saiph’s Tranquillity CBD Moisturiser

Tranquillity is a leave-on moisturiser product. It contains hyaluronic acid and 12 different types of ceramides, which may assist the skin to retain moisture and improve its moisture barrier function.

Tranquillity contains 700mg of pure, Japanese-compliant CBD.

The 350mL pump dispenser has an RRP of **JPY3990** in Japan and **HKD280** in Hong Kong, inclusive of all taxes (being approximately AUD47).

Both products contain the same unique blend of pure essential oils that are suitable for sensitive skin. Those with sensitive skin usually choose fragrance-free products to avoid potential irritation. The custom essential oil blend for Ablution and Tranquillity includes the following fragrances:

- **Sweet Orange:** associated with relaxation and calm
- **Bergamot Mint:** often suggested by aromatherapists to promote restful sleep
- **Chamomile:** may assist with tension and have anti-inflammatory properties

Ablution and Tranquillity are made in Japan. Both products are free from parabens, mineral oils, palm oil, silicone, sulphates, alcohols, synthetic fragrances, synthetic colours and chelating agents. These are all ingredients which can irritate and dehydrate the skin. In addition, Tranquillity's formulation has passed skin patch and allergy testing under Japanese cosmetics standards.

"Saiph is something new in global cosmetics. We're proud of the way these products deliver clean, high-quality, compliant topical CBD to consumers in North Asia," said Nick Mulcahy, Cronos Australia's Director, Asia.

"Saiph is a truly sophisticated and enjoyable range of products for people who have sensitive skin. The sensitive skin category is a far wider group of consumers than is often assumed. This is because it includes those who suffer during seasonal changes, but don't necessarily visit a dermatologist. Saiph is suitable for everyone to use but it is especially designed for those with sensitive skin."

Ablution and Tranquillity are expected to be available in July 2021 at www.saiphlife.com and from selected retailers.



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About Saiph

Combining Cronos Australia's innovation and compliant Japanese manufacturing, Saiph's product range includes skin, body and personal care products enriched with CBD and other premium ingredients to promote skin health and personal wellbeing.

For more information on CBD and its potential anti-inflammatory effects see:

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2828614/>

About Cronos Australia

Cronos Australia Limited is listed on the ASX (ASX:CAU). The vision of Cronos Australia is to become a leading health and wellness company in the Asia Pacific region through the creation and distribution of premium medical and consumer cannabinoid products and services. The Company's largest shareholder is Cronos Group Inc. (NASDAQ:CRON; TSX:CRON).

- Cronos Australia distributes the Adaya and PEACE NATURALS™ ranges of medicinal cannabis products nationwide in Australia through medical practitioners via the Special Access Scheme and Authorised Prescribers. See www.adaya.co
- Cronos Australia owns 75.5% of Cannadoc Health Pty Ltd, a medicinal cannabis clinic business that undertakes face-to-face and nationwide telehealth consultations with patients seeking access to medicinal cannabis. See www.cannadoc.com.au and www.cannadoc.co.nz
- Cronos Australia has established operations in Hong Kong and Japan for the development of ranges of cannabinoid brands and products and their distribution into global consumer markets. The three current ranges of products are Bathing Shed, see www.bathingshed.com, FCTR, see www.getfctr.com and now Saiph, see www.saiphlife.com
- Cronos Australia has a 50/50 joint venture with A&S Branding, the founders of Sukin Organic Skincare, for the development of CBD products for sale in domestic and export markets.

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Forward-looking statements

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