

## ASX ANNOUNCEMENT

31 May 2022

# **Operational Update**

Cann Global Limited (ASX: CGB) ("Cann Global" or "the Company") is pleased to provide this update on business operations.

Following a period of product development and transition to a new business model the company is seeing good momentum in interest driving early sales in its new product range across all three divisions.

The Fuss Pot Ageless hemp skincare range and the new CBD-based skincare range was well received at the Cosmoprof fair in Italy this month with enquiries received from many interested buyers and distributors from Europe, the UK, the Middle East, Asia & the USA.

Cann Global's booth at the fair was in the prestigious Green Prime area of the CosmoPrime Hall, dedicated to new trends in the retail beauty industry and products in the high-end perfumery, sustainability, and Lifestyle Beauty categories. The exhibition was attended by over 220,000 people from more than 140 countries. Feedback on the range was very positive and management are now working to secure distribution arrangements with interested parties.

Scripts for Instacann products are being received weekly and awareness of the products is being generated from Cann Global's participation in the ProjectTwenty21 Research program, our sponsorship of the International College of Cannabinoid Medicine and the United in Compassion Australian Medical Cannabis Symposium held in Queensland last week where we received a lot of interest from health care practitioners.

Our Grass Roots health food range continues to receive interest from distributors and 14 SKUs (Stock Keeping Unit) are now available for purchase through several stockists in 4 states and territories, including health and wholefood or Fruit and Vegetable retailers, pharmacies and some independent retail chains. Participation at the Naturally Good Expo in Sydney in June is expected to drive further interest in the Grass Roots range, and we are confident that this will generate increased sales for the first quarter of FY23

To support the new product lines and company initiatives to grow the business new websites are nearing completion and will be launched in the near term.

The food business has also completed its operational review which aside from a refocus on more profitable products sold direct to retailers and customers, resulted in the consolidation of warehouse facilities to Brisbane and has resulted in cost savings.

Over the past year Cann Global had placed its focus on creating a strong and compelling value proposition aligned with its vision and its mission. This has involved an internal restructure, portfolio review and consolidation, creation of new range of products and change in sales strategies to focus on higher margins and the development of a strong product positioning focused on differentiation.



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To complete Cann Global's transition we have released our new company branding, our renewed portfolio, and our vision. We have a focused strategy on differentiation, productivity, efficiency, and growth which positions Cann Global as a strong player in the health and wellness space, with people and innovation at the core of its business.

We are confident that the substantial work carried out by management to enable the company to launch these new products, and the focus on innovation, education, and marketing together with increased momentum in interest from distributors, retailers and customers, will deliver returns for our loyal shareholders.

### **Authority & Contact Details**

This announcement has been authorised for release by Sholom Feldman, Managing Director.

For further information please contact Investor Relations on +61 2 8379 1832, or via email at investorrelations@cannglobal.com.au

#### **About Cann Global**

At Cann Global we are dedicated to helping people improve their health, wellness and lives by providing access to the highest quality cannabis/hemp-based and other plant-based products through our worldwide strategic network. We strive to provide our customers with the best products and experience through quality natural ingredients, innovative formulas, and delivery systems. Cann Global continues to make a significant contribution to building an industry which supports the value of medicinal cannabis products and puts the patient first.