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ASX Code: MXC

MGC Derma Cosmetics International Expansion Accelerated with Experienced Cosmetics Sales and Marketing Appointment

- MGC Pharmaceuticals has made a strategic appointment of an experienced retail cosmetics sales consultant to its MGC Derma cosmetics business, to accelerate its global roll out of its retail sales lines
- International cosmetics consulting, sales and marketing firm, InHemp, has been appointed to fast track the international sales growth of its MGC Derma cosmetics range through established retail outlets
- InHemp is led by Mr Malcolm Kemp who successfully catapulted European cosmetics company, Deborah Italia Group, into over 70 countries worldwide. Mr Kemp also held senior management and directorship roles at global cosmetics giant, Revlon International and was key strategic advisor to Urban Decay
- InHemp will use its extensive international expertise in cosmetics distribution, sales and marketing to represent MGC Derma and negotiate new commercial deals with future distribution partners
- Immediate focus on maximising retail distribution of the MGC Derma products throughout UK and Europe
- The Company is continuing its development of further products for its cannabidiol skin care range and expects the full range to be available for sale in H1 2017

MGC Pharmaceuticals Ltd (ASX: **MXC** or “the **Company**”), is pleased to announce that it has engaged international strategic consulting and sales and marketing firm, InHemp to accelerate the Company’s international expansion of its MGC Derma cosmetics range.

InHemp is led by Mr Malcolm Kemp who has an extensive international track record in expanding cosmetics companies into new markets. He successfully catapulted European cosmetics company, Deborah Italia Group into over 70 countries worldwide and was instrumental in its success. Mr Kemp also held a succession of senior roles at global cosmetics giant, Revlon International Corporation where he led its international expansion efforts throughout Europe, the African continent, the Middle East and Israel.

InHemp will be the key advisor and engaged to produce a distribution strategy and international marketing plan for MGC Pharmaceuticals’ MGC Derma cosmetics range. Leveraging its extensive expertise in distribution, sales and marketing, InHemp will represent and negotiate on behalf of the Company with potential distribution partners in key territories where market penetration can be maximised including UK and Europe.

In addition, InHemp will be responsible for launching, establishing and managing the MGC Derma brand in the UK, as well as promoting it at key industry trade shows throughout the UK and Europe. Once established, InHemp will also manage the businesses sales, receivables and marketing programs.

Achieving market share for the Company’s cosmetics products throughout the European Union, in conjunction with the MGC Derma cosmetic line launch in the USA and Australia in early 2017, represents a significant commercial opportunity for the Company and will contribute to MGC Pharmaceuticals revenue opportunity in the global cosmetics market which is worth US\$120 billion according to [Market Research, 2016](#).

The Company’s MGC Derma range currently consists of 15 cannabidiol (CBD) based products, with further products being finalised and expected to be launched shortly. The Company aims to have a full range of up to 50 CBD based skin care products available for sale in H1 2017.

New MGC Derma Product Lines

To view our MGC Derma online store click here: <https://mgcderma.com/>



Furthermore, the Company cosmetics division MGC Derma, is continuing its discussions for further distribution deals for its CBD cosmetics range and this will now be driven by InHemp. At present, the Company's CBD skin care products are available for sale direct to consumers at the MGC Derma online store and are currently only available for direct sale in its first markets of California and the Czech Republic.

Nativ Segev, Co-founder and Managing Director, MGC Pharmaceuticals commented:

"We are excited to appoint InHemp as a strategic consultant to help us accelerate and manage our international expansion as we prepare to ramp up global sales efforts of our MGC Derma cosmetics range. InHemp is led by key industry figures, such as Malcolm Kemp, who have a strong and proven track record of successfully catapulting cosmetics companies into multiple new territories across the globe. We are very excited to be working with them as we build our brand internationally."

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About MXC

MGC Pharmaceuticals Ltd (ASX: MXC) is EU based specialist medical cannabis company with many years of technical and commercial experience in the medical cannabis industry. The Company's founders were key figures in the Israeli medical cannabis industry and the core business strategy is to develop and supply high quality non-psychoactive Cannabidiol (CBD) resin extract to the growing demand in cosmetics and medical markets in Europe, North America and Australasia. The Company is also developing strategic joint ventures in these key value add industries, as demonstrated with MGC Derma CBD cosmetics.