

APPOINTMENT OF VP BUSINESS DEVELOPMENT

- *Appointment of Mr. Shaul Schneider to support commercialisation of eSense's plant profiling technology*

Life sciences company **eSense-Lab Ltd ("eSense" or the "Company")**, (ASX: ESE), is pleased to announce the appointment of Mr. Shaul Schneider as VP Business Development of the Company with immediate effect.

Mr. Schneider will be responsible for eSense's marketing and sales strategy, building up distribution channels and creating joint ventures with businesses in the different segments of its relevant markets. His extensive experience in operational management and building long term customers is critical as eSense commercialises its terpene profiles.

Mr. Schneider has over 25 years of experience as a leading manager and director in well-known listed and unlisted companies. His managerial experience includes: CEO & General Manager at Bezeq Call Communications (subsidiary of Bezeq, Israel's leading telecommunications service provider) and VP Business Development at Eurocom Communications, one of Israel's largest private holding groups. Mr. Schneider currently serves as Member of the Board of Directors of biopharmaceutical company InterCure Ltd.

Commenting on the appointment, CEO Haim Cohen, said: *"On behalf of the Board, I would like to welcome Shaul to the eSense team. Shaul has proven capabilities at all managerial aspects and his experience will be invaluable in positioning our product for sale and identifying future customers."*

This is an extremely exciting time in the Company's evolution as we have developed our plant profiling technology, and we are now fully focused on commercialisation."

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About eSense-Lab

eSense-Lab (ASX: ESE) is a life sciences company specialising in the commercialisation of the phytochemical profiling of plants. The Company combines genetics, mRNA, protein expression and phytochemical profiles to generate a comprehensive model of rare or high value plants. eSense – Lab can then use this model to 'reverse engineer' a terpene profile, which is a naturally occurring formulation of different individual terpenes which together, exactly replicate the flavour, fragrance and other desired characteristics of the targeted plant, at a more sustainable and cheaper cost. The Company's initial focus is on the cannabis plant.

To learn more about eSense-Lab, visit www.esense-lab.com

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