

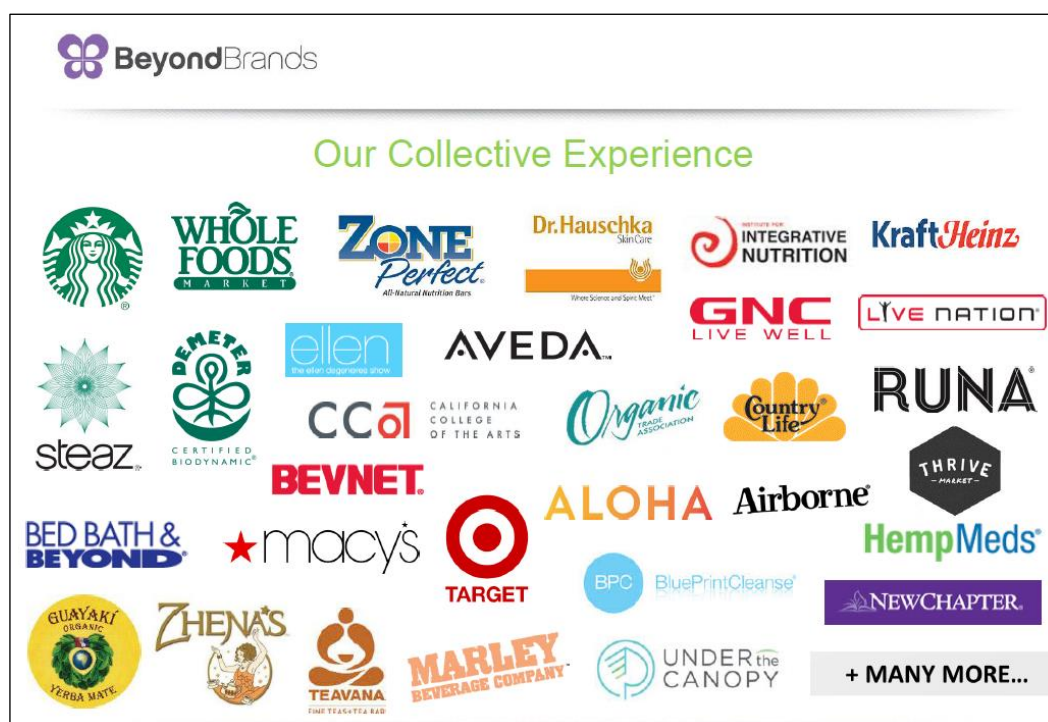
ESENSE-LAB PARTNERS WITH BEYOND BRANDS

- eSense engages with top-tier US product development firm Beyond Brands to further expand its presence in US market
- Beyond Brands brings specialist expertise across key verticals including Food, Beverage, Nutraceuticals and Plant Medicine.

Life sciences company **eSense-Lab Ltd** (“**eSense**” or the “**Company**”), (**ASX: ESE**), is pleased to announce that it has signed a Memorandum of Understanding with U.S. product development and marketing firm, Beyond Brands (“Beyond Brands”).

Beyond Brands currently represents and has worked with numerous international “household named” brands and companies (see diagram below).

Beyond Brands’ engagement with eSense will include, but not limited to, a multi-faceted approach for branding, marketing, product development, securing contract manufacturing with other US facilities for other delivery formats (such as beverages, etc.), as well as distribution channels and partners.



Commenting on the announcement, eSense-Lab’s CEO Haim Cohen, said: “As we strive to expand our market presence in the lucrative US market, we recognise that a widely and well-regarded product development and marketing partner will help us fully scale out our offerings. Beyond Brands is a leader in the verticals for our terpene-based products, and we look forward to updating our shareholders with our expanding commercialisation efforts in the region.”

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About Beyond Brands

To learn more about Beyond Brands visit <http://beyondbrands.org>

About eSense-Lab

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

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

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