



ASX ANNOUNCEMENT

25 July 2017

## MOU SIGNED WITH U.S CANNABIS CONCENTRATE PRODUCER

- eSense signs MOU with U.S. cannabis concentrate producer and product development company, Wild Rogue Extracts LLC
- eSense achieves further revenue with a clear pathway to ongoing supply
- eSense expands its footprint in the \$4.5B U.S. retail cannabis market

Life sciences company **eSense-Lab Ltd (“eSense” or the “Company”)**, (**ASX: ESE**), is pleased to announce that it has executed a Memorandum of Understanding (MOU) with U.S. cannabis concentrate producer and product development company, Wild Rogue Extracts LLC (“Wild Rogue”).

Wild Rogue is a boutique cannabis concentrate producer and developer of 100% cannabis essential oils, located in Oregon, USA. Under the terms of the agreement, eSense and Wild Rogue will collaborate in the development and marketing of a new line of cannabidiol (CBD) based products including but not limited to vapors and vape pens (oils and concentrates), tinctures, salves and other topical applications and concentrates.

Wild Rogue will purchase initial quantities of eSense’s terpene profiles for development purposes, with a definitive agreement to be finalized the post-development phase, outlining the ongoing pricing and quantities as determined by the end use applications (Definitive Agreement). Each party will retain its respective intellectual property (IP), with consideration to share any future jointly developed IP.

Wild Rogue will market eSense’s existing terpene profiles to its clients, and will be entitled to certain commissions in the event of sales from any introductions, to be detailed in the Definitive Agreement.

eSense shall also provide Wild Rogue with ongoing advice to improve Wild Rogue’s growing capabilities of cannabis plants.

**Commenting on the announcement, eSense-Lab’s CEO Haim Cohen, said:** “We are very pleased to continue to expand our manufacturing and product development relationships in North America. This further highlights the enthusiasm surrounding our unique medical cannabis profiles, and the vast applications and verticals applicable to our products. This MOU brings increasing revenue and other opportunities to our Company, and we look forward to forging long term relationships with our partners”.

U.S. Retail Cannabis Sales in 2016 experienced a record growth of ~US\$4.5 billion, and the sector is expected to grow a further 30%, to ~US\$6.1 billion for 2017. [Source: Marijuana Business Factbook 2017].

**Ends**



## **About eSense-Lab**

eSense-Lab Limited (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 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](http://www.esense-lab.com)

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