

ASX RELEASE



ASX Code: ESE

31 January 2018

ESENSE INCREASES FOOTPRINT IN ALCOHOLIC BEVERAGES MARKET

- **eSense signs MOU with Progressive Brands BV, a Netherlands-based alcoholic beverages developer and manufacturer**
- **eSense and Progressive to develop a terpene-infused line of beer**
- **Product aims to capitalise on growing market interest in cannabis health benefits**
- **MOU with Progressive Brands follows agreement with Australian brewer Young Henry's Brewing Company in late 2017**

Life sciences company **eSense-Lab Ltd** ("**eSense**" or the "**Company**") (**ASX: ESE**) is pleased to announce it has executed a Memorandum of Understanding ("**MOU**") with Netherlands-based alcoholic beverages developer and manufacturer Progressive Brands BV Ltd ("**PBB**") to develop a beer product line that is infused with terpenes.

PBB owns Greece-based Corinthian Brewery S.A., which was founded in Corinth in 2014 and is the city's first beer brewing and marketing company. Corinthian Brewery has developed two lines of beer, a pilsner and a brown ale, which are unfiltered, unsalted and use only natural ingredients.

Under the terms of the MOU, eSense and PBB will collaborate to develop a terpene-infused line of alcoholic beverages. Terpenes are the organic compounds found in plants that give them flavour and fragrance, and they provide health and well-being benefits.

eSense-Lab will incorporate its highly specialised manufacturing technology to preserve the key quality and integrity properties of terpenes from its proprietary medicinal cannabis strains. These properties are vital for creating a product that will provide health benefits.

eSense-Lab's CEO Haim Cohen said: *"We're excited to collaborate with Progressive Brands BV and intend to execute a step-by-step approach in developing a product and brand that can take advantage of the growing pro-cannabis market sentiment."*

"The signing of the MOU with PBB, comes at a time when there is growing interest in the cannabis and hemp-derived beverage market, which is experiencing strong growth. We want to produce a quality product that, with the correct marketing mix, can boost sales in these markets."

eSense estimates a terpene-infused product from PBB can reach the market within six months.

PBB has the ability to produce approximately one million 0.33cl bottles of the new terpene-infused product once it is developed and commercialised. Once launched to consumers by PBB, eSense will receive royalties from the sales of the relevant alcoholic beverages.

Once a product line is finalised, the companies expect to enter a definitive agreement regarding material aspects of the product, and each party will retain its respective intellectual property (IP) rights from the product's development.

For further information on PBB please visit:

www.corinthianbrewery.gr

www.canaldive.gr

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About eSense-Lab

eSense-Lab Ltd (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