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ASX Code: MXC

Harvey Nichols Expands MGC Derma Distribution Into Two New UK Stores

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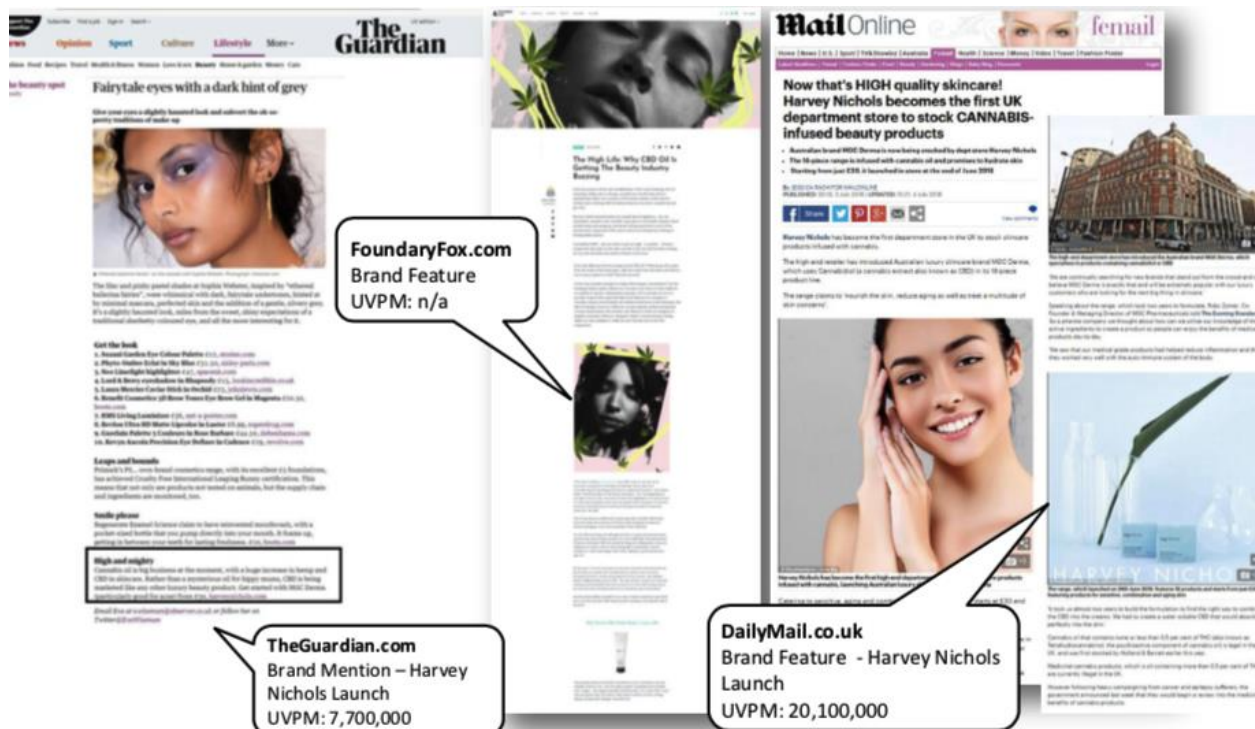
- Harvey Nichols has extended sales of the MGC Derma and Derma Plus collections to an additional two UK stores; Birmingham and Edinburgh, tripling the total number of stores
- Revenue is expected to increase as a result of the additional stores and the support of a targeted PR and marketing campaign
- Following recent changes in UK legislation on the use of medicinal cannabis, MGC Derma's existing presence in the UK should provide MGC Pharma a competitive advantage in accessing this nascent market
- Three MGC Anti-Aging creams shortlisted for the Notebook Anti-Aging Beauty Awards providing strong validation of the products' efficacy and boosting the products' recognition

MGC Pharmaceuticals Ltd (ASX: MXC or "the Company") is pleased to announce that Harvey Nichols has expanded the sale of the premium cannabidiol (CBD) MGC Derma and Derma Plus collections to two further stores within the UK; Birmingham and Edinburgh. This is due to strong and increasing demand following the overwhelming success of the launch at the Knightsbridge store in the June 2018 quarter.

The additional two stores are expected to generate increased revenue as sales continue to be driven by a successful PR and marketing campaign that has cemented the MGC Derma footprint within the UK.



The ongoing campaign targetting press and influencers has secured brand exposure for MGC Derma in a range of prestigious print and online publications. These include; The Guardian – circulation 7,700,000, The Daily Mail – circulation 20,100,000, The Evening Standard – circulation 11,700,000 and BritishBeautyBlogger.com – circulation 30,000, and is directly linked to increasing brand awareness and sales.



The strength of the Company’s footprint and its existing relationships, provides a gateway for expedited access for MGC Pharma into the UK market, following recent changes to UK legislation legalising the use of medicinal cannabis.

In a separate milestone, three of MXC’s research backed premium CBD products within the MGC Derma Anti-Aging collection have been shortlisted for the Notebook Anti-Aging Beauty Awards, a significant achievement for the Company demonstrating which provides strong validation of its products.

Roby Zomer, Co-founder and Managing Director, MGC Pharmaceuticals commented

“I am delighted to report that the Harvey Nichols’ launch of our MGC Derma and Derma Plus collections has been a success and is extending the products lines to two more stores. We have focussed a lot of attention on building our brand exposure and presence in the UK market and are pleased to see it has paid off.”

“The UK is an exciting market for us due to recent changes in legislation and I look forward to exploring the possibilities for the MGC pharma division here.”

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About MXC

MGC Pharmaceuticals Ltd (ASX: MXC) is an EU based BioPharma company with many years of technical clinical and commercial experience in the medical cannabis industry. The Company's founders were key figures in the global medical cannabis industry and the core business strategy is to develop and supply high quality Cannabinoids based pharmaceuticals products for the growing demand in the medical markets in Europe, North America and Australasia.

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