

ASX RELEASE

14 February 2019

Investment in Trichomia

MMJ Group Holdings Limited (ASX: MMJ) ("MMJ") is pleased to announce that it has committed to invest AUD1 million of ordinary equity for a 10% ownership interest in Trichomia Pty Limited ("**Trichomia**"), the owner of the "Hemple" and "Soul Seed" hemp foods brands. Settlement of MMJ's subscription is subject to Trichomia satisfying some conditions precedent regarding its ownership structure. MMJ investment is expected to be settled by 8 April 2019.

Hemple is ranged in health food stores nationally including Healthy Life and Flannerys, while Soul Seed is ranged in selected Coles Supermarkets and IGA. Trichomia's investor presentation is attached.

MMJ's CEO Jason Conroy commented that "We are delighted to support Cade and Georgia in their quest to make Hemple and Soul Seed household names for health, nutrition and wellness products, initially in Australia and then globally. We have a shared vision for the future success of the business and look forward with great interest as they apply our capital to roll out their business plan."

Speaking about the investment, Georgia Branch commented "this investment allows us to expedite new product development and expand into new, international markets" and Cade Turland commented "We are delighted to have MMJ as a cornerstone shareholder and see great value in the financial and strategic capacity they bring to the table".

Further information: hemple.com | [instagram.com/myhemple](https://www.instagram.com/myhemple) | soulseedhemp.com.au | [instagram.com/soulseedhemp](https://www.instagram.com/soulseedhemp).

Investor and Media Enquiries

Jim Hallam
Chief Financial Officer

About MMJ

MMJ Group Holdings Limited (ABN 91 601 236 417) is a global cannabis investment company. MMJ owns a portfolio of minority investments and aims to invest across the full range of emerging cannabis-related sectors including healthcare, technology, infrastructure, logistics, processing, cultivation, equipment and retail. For MMJ's latest investor presentation and news, please visit: <https://www.mmjgh.com.au/investors/>

Important Notice

This announcement contains reference to certain intentions, expectations, future plans, strategy and prospects of MMJ. Those intentions, expectations, future plans, strategy and prospects may or may not be achieved. They are based on certain assumptions, which may not be met or on which views may differ and may be affected by known and unknown risks. The performance and operations of MMJ may be influenced by a number of factors, many of which are outside the control of MMJ. No representation or warranty, express or implied, is made by MMJ, or any of its directors, officers, employees, advisers or agents that any intentions, expectations or plans will be achieved either totally or partially or that any particular rate of return will be achieved. Given the risks and uncertainties that may cause MMJ's actual future results, performance or achievements to be materially different from those expected, planned or intended, recipients should not place undue reliance on these intentions, expectations, future plans, strategy and prospects. MMJ does not warrant or represent that the actual results, performance or achievements will be as expected, planned or intended. Nothing in this material should be construed as either an offer to sell or a solicitation of an offer to buy or sell securities. It does not include all available information and should not be used in isolation as a basis to invest in MMJ. This document does not constitute any part of any offer to sell, or the solicitation of an offer to buy, any securities in the United States or to, or for the account or benefit of any "US person" as defined in Regulation S under the US Securities Act of 1993 ("Securities Act"). MMJ's shares have not been, and will not be, registered under the Securities Act or the securities laws of any state or other jurisdiction of the United States, and may not

be offered or sold in the United States or to any US person without being so registered or pursuant to an exemption from registration including an exemption for qualified institutional buyers.

* The pre and post-tax numbers relate to the provision for deferred tax on the unrealised gains in MMJ's investment portfolio. Under current Accounting Standards, MMJ is required to provide for tax on any gains that may arise on such a theoretical disposal, after the utilisation of brought forward losses.

The book values of MMJ's investments are based on the most recent closing share prices for public companies. The book value is based on the most recent funding round share prices for private companies converted into Australian dollars at the relevant prevailing foreign exchange rates. The market and book values also include the unrealised gain arising from the positive difference between the assessed valuation of investee ordinary equity securities and the exercise price of unexercised warrants (where applicable).



HEMPLE



SOULSEED

HEMP FOODS

About Trichomia

Trichomia Pty Ltd is a private company holding two of Australia's fastest growing hemp foods brands - Hemple and Soul Seed.

The company's mission is to create sustainable, plant-based, genuinely healthy foods and therapeutics to help people feel their best.



Founders & Directors

Cade Turland, CEO

Food and hospitality is in Cade's blood. This passion and experience matched with an equal knowledge of opportunities in the burgeoning cannabis market led Cade to found Trichomia.

Using his unique combination of skills, for the last 18 months Cade has built a reliable supply chain, assembled a team of supporting experts as invested shareholders and developed category leading hemp foods products.



Georgia Branch, CMO & Sales

With over 10 years' experience in consumer PR, branding and marketing, Georgia has spearheaded campaigns for leading FMCG and retail brands including Vegemite, Groupon, Jacob's Creek and most recently Westfield Shopping Centres, as in-house National PR and Social Media Manager.

Recognising untapped markets and driving new concepts into these niches is a passion for Georgia, who also co-founded Silverfox Management, Australia's first talent agency to exclusively represent mature age models and influencers before joining Trichomia.





HEMPLE

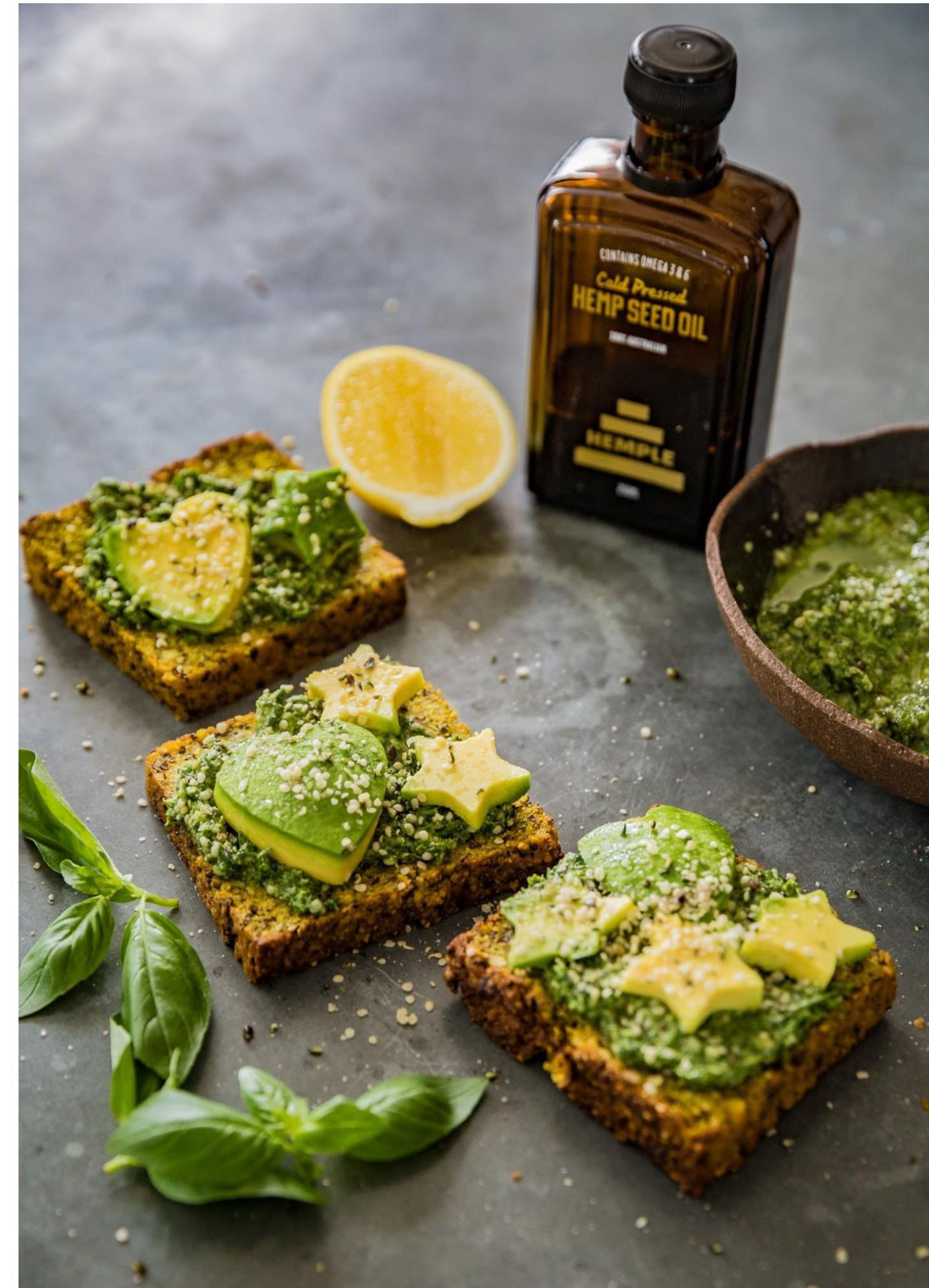


THE HEMPLE PROMISE

Hemple creates life-changing hemp-based products for optimum health.

Our market leading hemp foods and extracts are designed to be used religiously, supporting your endocannabinoid system from the gut to the brain.

As a brand, Hemple's foundation is trust with an emphasis on cannabis education for customers and a focus on leading clean technology to maximise bioavailability and value in all our products.



BRAND POSITIONING

Hemple is Trichomia's premium, functional hemp foods and extracts brand.

We create market-leading, bioavailable, functional products to define, challenge and grow the category locally and globally.

Hemple targets a tribe of health conscious foodies who value premium ingredients and a transparent supply chain.

Our expanding product range includes functional hemp proteins, seeds and oil, with a key focus on our N-Osmo range; nano-emulsified cannabinoid extracts utilising full spectrum CBD and emerging cannabinoid, CBG (known as the "stem cell" or "mother" cannabinoid).



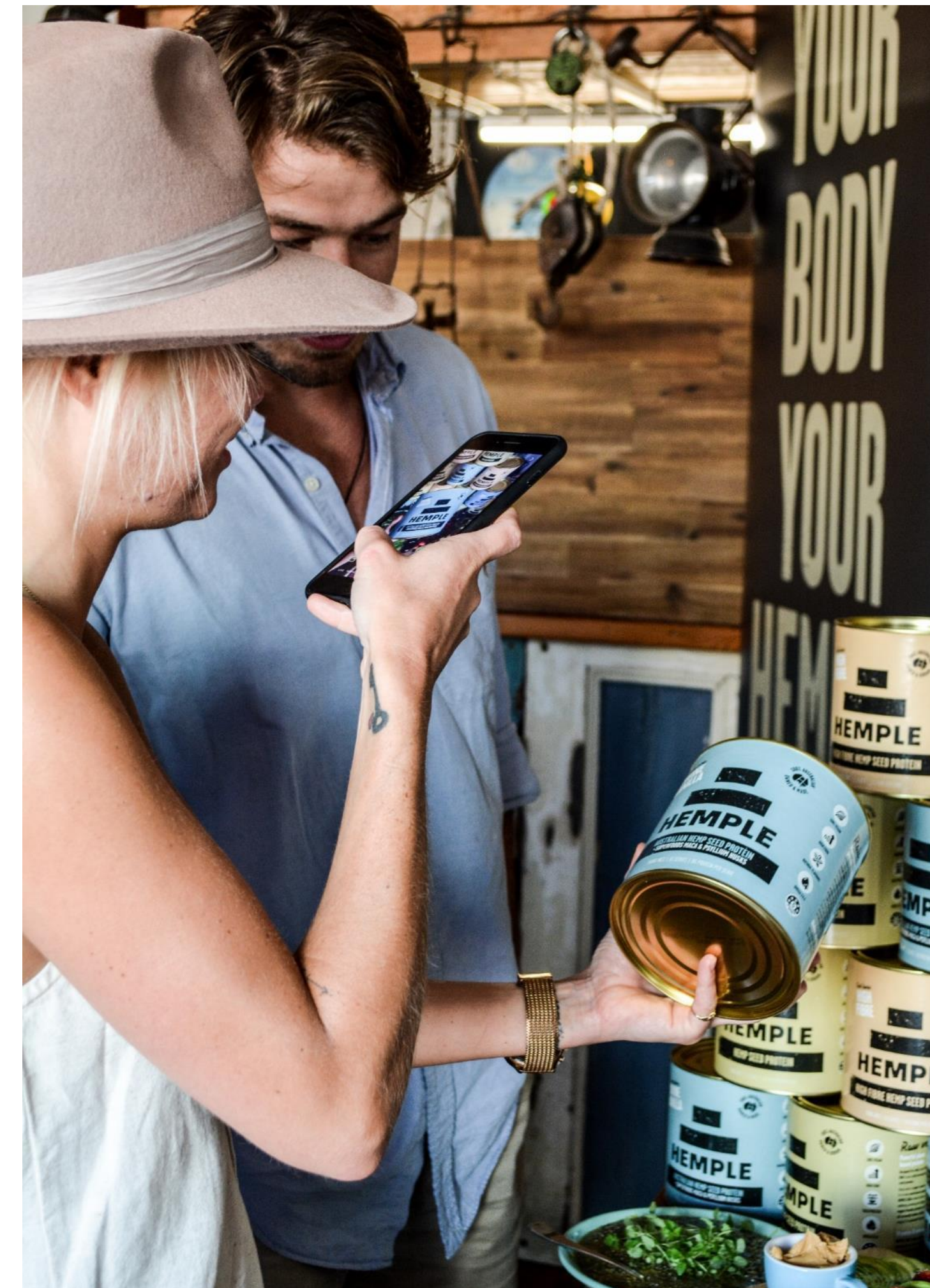
BRAND POSITIONING

We have carved a niche through premium branding, top tier influencer partnerships and education. We are privileged to be one of Australia's only brands to hold the **I Quit Sugar** tick of approval signifying sustainability, an ethical supply chain and clean ingredients list.

We're immediately recognised by our environmentally sustainable Hemple can and are becoming a trusted source for education about cannabis and plant-based nutrition. Our content is nutritionist approved and SEO driven based on what the market is searching for.

We make it easy to integrate hemp into a healthy diet through high profile food influencers e.g. **brand ambassador Chef Guy Turland of Bondi Harvest** and consulting nutritionists.

To meet demands of our discerning customer, we will transition Hemple to certified organic hemp seed, and grow our range of premium cannabinoid extracts.



BRAND PENETRATION

CURRENT RANGING

Hemple leverages leading state-based distributors and has secured ranging in around 350 health food stores, clinics and specialty grocers nation-wide.

DIRECT STORE RELATIONSHIPS

We directly supply major online stores, Nourished Life, Flora & Fauna as well as Healthy Life stores nationally.

STRATEGIC GROWTH PLAN

In 2019, we're expanding our online business through affiliate marketing, refining our hemp foods offering to include certified organic and expanding into overseas markets with both hemp foods and cannabinoid products.

FLANNERY'S
ORGANIC & WHOLEFOOD MARKET

**Healthy
Life**


**SPROUT
MARKET**

Nourished Life

flora&fauna 

**GO
VITA**

IGA®


HEMPLE

CURRENT RANGE

Staples



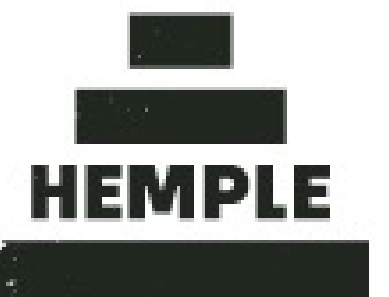
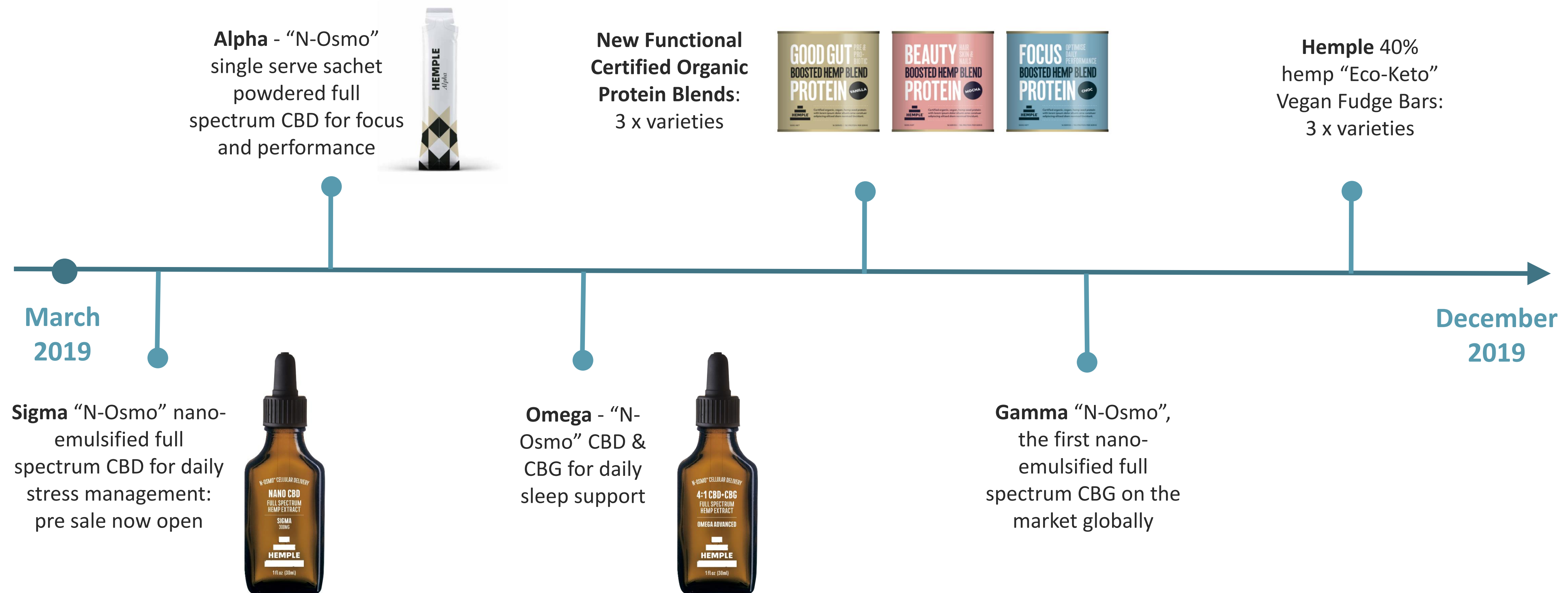
Lean protein



Gut lovin'



NEW PRODUCT DEVELOPMENT IN 2019



PRODUCT RANGE DISTRIBUTION STRATEGY



Brain range

Direct to consumer online
Direct wholesale (limited third party distribution)



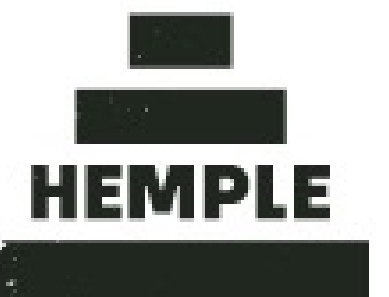
Body range

Direct to consumer online
Direct wholesale (limited third party distribution)



Base range

Direct to consumer online
Wide-scale distribution





SOULSEED

HEMP FOODS

ABOUT SOUL SEED

Every day, Aussie mums cook with soul and strive to nourish their family with quality food.

With a format specifically designed for supermarkets we make it easy to pack even more goodness into every meal, with 100% Aussie grown hemp foods.

It's as simple as a spoonful of protein into your morning smoothie, a sprinkle of hemp seeds on your cereal or a stir of cold-pressed hemp seed oil into soups and dips.



CURRENT PRODUCT RANGE



BRAND POSITIONING

Soul Seed is an approachable brand designed for a mass market health foods customer.

The products “pop” visually and clearly communicate macro and micro nutrient benefits, specifically suited to supermarkets shelves.

Our target market is the primary household buyer, women 25-55 seeking to easily enhance nutrition in every meal.

We promise sustainably farmed, fresh and local hemp protein, seeds and oil. With nutritionist-approved, quick and healthy recipes, Soul Seed helps simplify whole food nutrition.



MARKET PENETRATION & EXPANSION

CURRENT RANGING

Soul Seed is currently stocked in 82 top tier Coles supermarkets in NSW. As of June 2018 we have secured ranging at Ritchie's Supa IGA, with 75 stores.

GROWTH PLAN

Trichomia considers Soul Seed to be a high growth opportunity. In 2019 we intend to expand ranging with current partners and independent supermarkets locally in Australia as well as abroad with growth opportunities identified in NZ and UK supermarkets.

We plan to introduce a convenience range including hemp bars to expand into pharmacy, convenience and supermarkets.



PRODUCT RANGE VISION

Snacking

Vegan Protein Bars

Direct to
supermarket,
convenience,
Pharmacy

Launching H1 2019

Staples



Direct to
Supermarket and via
distributors



GROWTH OF RANGING

