
Bod secures pregnancy supplement distribution deal

Highlights:

- **Highly complementary pharmacy-only Mamacare pregnancy supplement and skincare range added to Bod's brand portfolio**
- **Entry into lucrative pregnancy supplements market - worth ~\$85m per year with a 36% annual growth rate**
- **Bod to manage all aspects of Mamacare brand, including distribution, marketing, and sales**
- **Continuing growth across revenue-generating established skin and natural health products business alongside high-growth medicinal cannabis business**

Sydney, Australia – 8 November 2017 – Developer and distributor of natural, evidence-based cosmetics and health products Bod Australia Limited ("**Bod**" or the "**Company**") (ASX: BDA) is pleased to announce it has entered the fast-growing and lucrative pregnancy supplement market by securing distribution rights to the Mamacare range of nutrient and skincare products.

Mamacare's protein-based pharmaceutical-grade supplement powder contain all the mineral and nutrients women need before, during, and after pregnancy. The brand also includes a complementary range of all-natural skincare designed to support women during their pregnancy.

Under the agreement, Bod will manage all aspects of the Mamacare brand, including distribution, marketing, and sales. This gives the Company access to the lucrative Australian pregnancy supplements market, which is worth around \$85 million per year with a 36% annual growth rate.

The deal is revenue-accretive, with the established Mamacare brand generating revenue, which will be grown further by leveraging Bod's existing sales channels.

Mamcare products are currently distributed to over 100 Pharmacies including Pharmacy 4 Less, Chemsave, selected Priceline stores, Good Price Pharmacies, Pharmacy Online, and Discount Drug Store, which will all be added to Bod's already extensive retail distribution footprint.

Key competitive advantages for MamaCare is it's delicious taste, gentle on the stomach, more easily absorbed than tablets and more ingredients than any other.

This trusted family-owned brand is a perfect fit for Bod's existing portfolio of premium-quality skincare products, which includes Uber Secrets and Pommade Divine, as well as its proven nature-based medicines such as Pinpoint and Flexofytol.

Bod Australia CEO Jo Patterson said: "This agreement demonstrates that Bod is continuing to work to grow revenues across its established cosmetics and natural health products business, as it strengthens its distribution footprint.

"The pregnancy supplement market is different to the now-crowded infant formula market because there is currently no firmly-established market leader and little direct competition.

"Mamacare represents a significant revenue growth opportunity for the Company in a highly complementary product area.

“Our extensive experience in evidence-based natural health and cosmetic markets, across both grocery and pharmacy channels, proves the Company is a perfect fit to grow Mamacare throughout Australia and internationally.”

Bod is continuing to make pleasing progress in its efforts to establish a complimentary, world-class medicinal cannabis business. The Company looks forward to notifying investors about further developments in the near term.

For more information: bodaustralia.com

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About Bod Australia

Bod Australia Limited operates a skin care and natural medicines business focused on all natural, evidence based products. In the skin care segment Bod has exclusive rights to distribute Dr Roebuck's and Pommade Divine in Australia, New Zealand and the export market to China, and BIOEFFECT in Australia. Bod is also developing a range of natural medicines, having recently commenced sales of Pinpoint, for memory and concentration, and natural anti-inflammatory Flexofytol. Led by an experienced sales team which includes ex-Bellamy's sales representatives, the Company is focused on the distribution of these brands and intends to develop new products across baby skin care and additional natural remedies targeting menopause and sinusitis. Bod has also signed a letter of intent with Swiss botanical extracts manufacturer Linnea Natural Pharma Solutions to develop skin care and therapeutic products using standardised, GMP-certified cannabis extracts.

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