



## ECS signs national distribution agreement with Just Foods Australia

ECS Botanics Holdings Ltd (ASX: **ECS** or **Company**) is pleased to announce the signing of an exclusive three-year distribution agreement with Just Foods Australia Pty Ltd (JFA).

Under the agreement ECS Botanics retail product range will be distributed exclusively by Melbourne-based JFA in mainland Australia, with Tasmanian distribution to be covered by Eden Foods as previously announced.

JFA's reach spans the entire Australian retail market including traditional mass grocery chains, pharmacies, independent retailers, health stores as well as new and alternative distribution opportunities.

JFA will manage responsibility for sales, marketing and logistics for the ECS Botanics brand in these retail channels. JFA will be required to hold sufficient stocks of ECS products at all times and provide detailed half yearly reports including specific sales data, revenues, distribution status and product rankings.

To support its major KPI's of sales growth and distribution strategies, JFA has aligned with Intertrading Pty Ltd a division of The Gateway Group which offers the direct sales to store personnel as well as merchandising support and the scale of their supply chain, logistics and financing capabilities.

JFA management team has excellent experience in the fast moving consumer goods market, CEO Denis Myhalchyshyn has been responsible managing an extensive portfolio of brands such as Pepsi, Cadbury's, Oates and Ansell.

ECS has completed a manufacturing run of its full product range and expects first sales under this agreement to commence in December 2019.

**Denis Myhalchyshyn, CEO of JFA said:**

"The ECS Botanics opportunity is one of the most exciting launches I have had the privilege of being involved with – the product range and company vision brings real innovation into the Australian retail market. We can see a trend emerging with regard to consumers seeking hemp-based products, and ECS is well positioned to take advantage of this."

**Alex Keach, the Managing Director of ECS, commented:**

"We are pleased to be working with Just Foods in order to execute on our retail sales strategy of driving sales revenue and distribution. We have great confidence this will be a long-term and mutually beneficial relationship."

### **About ECS Botanics**

ECS Botanics is an agribusiness and hemp food (wholesale and retail) company with its main operations of cultivation and processing conducted in Tasmania, Australia. ECS has the necessary licenses to cultivate, supply and manufacture industrial hemp in Tasmania as well as a grower license in Queensland. ECS holds Import and Export licenses with the Office of Drug Control (ODC) as well as having license applications pending with the ODC to cultivate and manufacture medicinal cannabis.

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