

Bod is a cannabis centric healthcare company. With a global focus and a mission to innovate and transform the way we live and enjoy life. Delivering premium, proven and trusted products for both the consumer markets and medical markets. Leading the way in research and development, through collaborations with research partners on clinical trial programs.

Committed to supporting the healthcare professional on Cannabinoid applications with education, research and knowledge.

CAPITAL STRUCTURE

ASX code **BDA**
 Shares on issue 105.9m
 Market Capitalisation ~\$49.3m

BOARD & MANAGEMENT

Mr Mark Masterson
 Non-Executive Chairman

Ms Jo Patterson
 Chief Executive Officer

Mr Akash Bedi
 Non-Executive Director

Mr George Livery
 Non-Executive Director

Mr Patrice Malard
 Non-Executive Director

Mr Simon O'Loughlin
 Non-Executive Director

Mr Stephen Kelly
 Company Secretary

CONTACT

Level 1, 377 New South Head Rd
 Double Bay, NSW 2028

T +612 9199 5018

E info@bodaustralia.com.au

Bod secures first binding purchase order for US market

- **Maiden ~A\$312,000 purchase order received for first consumer CBD products to be launched in USA initially through ecommerce channels**
- **More purchase orders for the US market are expected – Bod fully funded for product manufacturing requirements**
- **US consumer CBD products market valued at US\$1.8Bn in 2020 and expected to grow to US\$6.9Bn by 2025ⁱ**
- **Regulatory approval process complete – Bod’s CBD extract has achieved Self-Affirmed ‘Generally Recognised as Safe’ (GRAS) status in line with US FDA guidelines**

Sydney, Australia – 7 April 2021: Medicinal cannabis, CBD and hemp healthcare products company, Bod Australia Limited (“Bod”, or “the Company”) (ASX: BDA) is pleased to report that it has received a maiden A\$312,000 binding purchase order from exclusive global partner, Health & Happiness Group Limited (HKSE: 1112, “H&H”) for CBD products for the US market. This is the first of multiple binding purchase orders expected in the coming months and marks the commencement of Bod’s US expansion.

Bod will now manufacture three full spectrum CBD oil products, derived from European Good Manufacturing Practice (GMP) CBD extracts for the US market. These products are the first of a large range, which will be launched during H1 CY2021 under premium CBD brand CBII (www.cbii-cbd.com).

Bod is well funded to progress product manufacturing following its placement to institutional and sophisticated investors (refer ASX announcement: 11 December 2020). The Company has sufficient capital to meet manufacturing demands for other orders anticipated in the coming months for the US, Europe and the UK markets.

Bod and H&H will launch the CBII range directly to consumers through ecommerce platforms. H&H will initiate marketing and brand campaigns to drive product uptake and awareness in the US, as well as manage distribution considerably reducing Bod’s cost base.

Bod will receive a royalty on net product sales, as well as a cost plus margin for the supply of the finished goods, unlocking more revenue streams. The binding purchase order will be booked as revenue upon delivery, which is expected in the coming months.

The US market for CBD consumer products is expected to reach US\$1.8Bn in 2020 and grow to US\$6.9Bn by 2025, making it four times larger than the United Kingdom.

Bod does not foresee any regulatory issues during the launch phase, as an independent panel has unanimously concluded that its CBD extract is Generally Recognised as Safe (“GRAS”) in specified food products in accordance with stringent US Food and Drug Administration (“FDA”) guidelines (refer ASX announcement: 23 September 2020).

CEO Jo Patterson said: *“The first US purchase order is an exciting step for Bod on two fronts, firstly as it’s growing our global footprint, and secondly the US offers a significant opportunity for consumer healthcare CBD products.*

“Bod will continue to work with H&H to progress additional opportunities in North America. We look forward to updating shareholders on more purchase orders soon.”

- ENDS -

ABOUT BOD AUSTRALIA

Bod Australia Limited (ASX:BDA) Bod is a cannabis centric healthcare company.

With a global focus and a mission to innovate and transform the way we live and enjoy life.

Delivering premium, proven and trusted products for both the consumer markets and medical markets.

Leading the way in research and development, through collaborations with research partners on clinical trial programs.

Committed to supporting the healthcare professional on Cannabinoid applications through education, research and trials.

This announcement was authorised for release by the Board of Directors of Bod Australia Limited.

For more information please contact:

Jo Patterson
Chief Executive Officer
info@bodaustralia.com
+61 2 9199 5018

Henry Jordan
Six Degrees Investor Relations
henry.jordan@sdir.com.au
+61 431 271 538

¹ Report: Hemp Industry Daily: How to navigate the complicated world of CBD in retail - 2020