



## ASX Announcement

30 August 2019

### Elixinol signs exclusive distribution agreement for Belgium and Luxembourg

**Elixinol Global Limited (Elixinol Global) (ASX:EXL; OTCQX:ELLXF)** is pleased to announce that its Dutch based wholly-owned subsidiary, Elixinol BV (**Elixinol**), has signed an exclusive distribution agreement with 25th Group (**Distributor**) for retail channels in Belgium and Luxembourg.

Under the terms of the exclusive distribution agreement, the Distributor will sell Elixinol branded products via various retail channels for a period of five years.

The exclusivity of the distribution agreement is based on achievement of minimum annual sales targets. Should the sales targets not be met the distribution agreement will become co-exclusive. In addition, the Distributor will be appointed co-exclusive for retail channels including specialty and national retailers in the Netherlands and Switzerland.

This exclusive distribution agreement with 25<sup>th</sup> Group, as well as the previously announced exclusive distribution agreement with MedVec for the German pharmacy channel, builds on the initiatives Elixinol Global announced 5 February 2019 with expansion of European operations to leverage the significant opportunity within the European hemp and cannabis market.

Elixinol Global Chief Executive Officer, Mr Stratos Karousos, said: “The distribution agreement with 25<sup>th</sup> Group allows Elixinol to establish a dominant position across central Europe and launch Elixinol branded products throughout retail channels in Benelux and Switzerland.”

Chief Commercial Officer at 25th Group and Managing Partner of Belgian-based CBD Distribution, Mr Joeri Perneel, said: “At this dynamic time for CBD growth across Europe, we are very excited to partner with Elixinol. We have a wealth of experience launching and growing trusted global brands in Switzerland and the Benelux countries where local presence is a vital ingredient. With Elixinol’s exciting range of next-generation products, we are confident in making Elixinol the most trusted CBD brand across the region.”

For more information please contact:

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### **About Elixinol Global**

Elixinol Global Limited (ASX:EXL; OTCQX:ELLXF) is a global leader in the cannabis industry, selling hemp-derived CBD dietary supplements, hemp food and wellness products, as well as holding a manufacturing licence for medicinal cannabis products. Elixinol Global's businesses include:

- Elixinol LLC (Elixinol), a manufacturer and global distributor of industrial hemp based dietary supplement and skincare products, with operations based out of Colorado, USA;
- Hemp Foods Australia Pty Ltd (Hemp Foods Australia), a leading hemp food wholesaler, retailer, manufacturer and exporter of bulk and branded raw materials, and finished products; and
- Nunyara Pharma Pty Ltd (Nunyara), founded in 2014 to participate in the emerging Australian medicinal cannabis market. Nunyara holds a manufacturing licence and its application for cultivation to the Office of Drug Control is currently pending approval.

See more at [www.elixinolglobal.com](http://www.elixinolglobal.com)

### **About 25th Group**

25th Group is a Belgian-based group of companies specializing in sales, marketing and distribution of premium brand products across Central Europe, Switzerland and Benelux countries. Founded by local entrepreneur Joeri Perneel and his business partner Wim Voss, the company has built an enviable reputation in the region for its retail channel management for FMCG brands.