

Press Release

21 December 2021

ELIXINOL WELLNESS SIGNS LICENSE AGREEMENT WITH BRITISH CANNABIS TO CONTINUE DISTRIBUTION IN THE UK

- **United Kingdom’s largest manufacturer and distributor BRITISH CANNABIS™ to manufacture and distribute Elixinol hemp derived CBD products in the United Kingdom (UK)**
- **Three-year exclusive Trademark and Know-How Licensing Agreement executed with BRITISH CANNABIS™**

Elixinol Wellness is pleased to announce that it has entered into a three-year exclusive Trademark and Know-How Licensing Agreement with CBD Health Foods Ltd, trading as BRITISH CANNABIS™, to manufacture, market and sell CBD products across the UK.

This agreement follows Elixinol Wellness’ recent decision to cease trading in the UK and EU markets, and instead move to an indirect route to market by seeking a licensing partner in the UK due to the continued uncertainty with the regulatory environment in these markets and the Company’s strategic focus on driving profitability.

The new agreement between Elixinol Wellness and BRITISH CANNABIS enables Elixinol’s strong brand to continue to be distributed in the UK whilst realising significant cost savings through cessation of direct UK operations.

Elixinol Wellness Global CEO, Oliver Horn, commented, *“We are delighted about partnering with BRITISH CANNABIS who are the most established manufacturer and distributor of branded and white label CBD products in the UK. BRITISH CANNABIS’ Canabido™ brand is a widely distributed brand in UK pharmacies, demonstrating the company’s credentials and capabilities to build brands in sophisticated retail channels. BRITISH CANNABIS’ manufacturing capability also allows us to manufacture Elixinol products in the UK and thus create a more efficient supply chain solution. Through the partnership with BRITISH CANNABIS, UK consumers will now continue to be able to buy their favorite Elixinol products and we are very excited to see the brand continue following many years of building the brand.”*

BRITISH CANNABIS Chief Executive Officer, Tom Whettem, said, “It is an honour to be asked to continue the legacy of Elixinol here in our home market. The prospect of a dynamic partnership between Australia’s leading global CBD brand and the UK’s premier manufacturer has excited both myself and our leadership team. Elixinol’s product portfolio complements our existing product ranges well and allows us to now service all UK sales channels with the widest range of products. With the security of our Novel Foods dossiers, the potential to take this reinforced portfolio to market should lead to a very solid proposition for retailers and provide the CBD supplements consumer with great choices.”

ENDS

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About Elixinol

Elixinol Wellness Limited (ASX:EXL; OTCQB:ELLXF) is a global leader in the hemp industry, innovating, marketing and selling hemp derived nutraceutical, cosmetic and food products. The Company's simplified business model is focusing on:

- In the Americas, innovating, marketing and selling high quality Elixinol branded hemp derived nutraceutical and skincare products based in Colorado, USA
- In Europe and the UK, educating and selling high quality Elixinol branded and co-branded hemp derived nutraceutical and skincare products based in Utrecht, The Netherlands and London, UK
- In Australia, Hemp Foods Australia is a leading hemp food wholesaler, retailer, manufacturer and exporter of bulk and branded raw materials, and finished products
- Across the Rest of World, expanding distribution of Elixinol branded hemp derived products through reputable distributors as key markets open.

See more at www.elixinolglobal.com

About BRITISH CANNABIS

Established in 2015, BRITISH CANNABIS is the largest independently owned, producer, manufacturer and distributor of legal cannabis-derived products in the UK. It has a suite of successful branded flagship products, along with a range of white label brands powered by BRITISH CANNABIS. Focused on innovation, quality, and compliance BRITISH CANNABIS has helped establish the UK cannabis industry for over 6 years and the addition of the Elixinol brand will further strengthen its industry leadership position.

More information is available here: <https://britishcannabis.org>