



## Press Release

21 June 2019

### **Elixinol becomes London Underground's first Hemp CBD advertiser with a major campaign**

*[Elixinol](#) unveils a new digital media campaign and promotion across London's major rail stations, reaching 2.1m consumers*

**Elixinol Global Limited (Elixinol Global or the Company) (ASX:EXL; OTCQX:ELLXF)** is pleased to announce that the European arm of its wholly-owned subsidiary, Elixinol LLC (**Elixinol**), has launched an industry-first media campaign using digital signage and video boards across key London Underground railway stations.

The campaign, designed to build on Elixinol's status as one of the world's most influential CBD brands, is currently being displayed across three main underground rail stations in Euston, St. Pancras and Charing Cross, Cannon Street, Kings Cross, and Fenchurch Street. The two-week campaign is expected to gross over 2.1m views across the London commuter demographic.

Elixinol Global's CEO Paul Benhaim said, "This is an extremely exciting initiative by our Elixinol Europe team as it's the first time CBD or Hemp products have been advertised through the London Underground Rail digital media platforms. As global demand for CBD products continues to accelerate at a rapid pace, we are ensuring we are at the forefront of the industry by driving consumer awareness for the Elixinol brand across our key markets."

Working with media agency JCDecaux, the campaign combines strong Elixinol messaging as 'the world's most trusted hemp brand' and highlights Elixinol quality products. The four creatives of the campaign use sport, lifestyle and natural imagery to target popular consumer sectors for CBD products.

Elixinol's EU Sales and Marketing Director, Ali Atcha says of the campaign, "London's busy rail stations provide an ideal canvas for our first major European digital video and signage campaign, with the very high footfall providing an unrivaled level of brand exposure to consumers."

The June campaign spans digital escalator panels, 65inch vertical format digital displays and across five massive Transvision screens at eye-level with train information boards, thereby leveraging the high dwell time and high depth of engagement of rail commuters. Over 40% of rail users are open to inspiration and information when traveling (source: work.shop.play 2016) and they are 50% more likely to respond to out of home (OOH) advertising than non-rail commuters (source: TGI 2017).



The Elixinol Underground Rail digital campaign runs from the 10th to the 24th June, further strengthening Elixinol's brand position in the UK's capital city, and the world. A series of digital banner adverts will appear concurrently on the Daily Mail newspaper website to give national reach to the consumer promotion.

## ENDS

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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 the cultivation and manufacture of 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 submitted licence applications for cultivation and manufacture to the Office of Drug Control in early 2018. These applications are currently pending approval.

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