



ASX Announcement 21 December 2020

Pet Relief Supply Agreement Terminated

Elixinol Global Limited (**Elixinol Global** or the **Company**) (**ASX:EXL; OTCQB:ELLXF**) refers to its market announcement on 8 August 2019 confirming that its wholly owned subsidiary, Colorado-based Elixinol LLC (**Elixinol**), entered into a manufacturing and supply agreement (**Agreement**) with Altmed Pets, LLC, trading as Pet Relief (**Pet Relief**).

As previously advised to the market, Elixinol entered into the Agreement with a strategic view at that time of Pet Relief being a long-term partner of Elixinol. Since that time, Elixinol Global has revised its commercial strategy by focusing on the distribution of higher margin Elixinol-branded products, rather than supporting private labelled products to which the Agreement relates. Additionally, Elixinol has since moved to a capital light supply chain model whereby it engages a number of contract manufacturers to produce its high quality Elixinol branded products.

The contributions from the Agreement have not been material to Elixinol Global's operations and given the global COVID-19 pandemic has created challenging trading conditions for the industry, the parties agreed to formally terminate the Agreement on 18 December 2020 [US Pacific Standard Time] with a mutual release.

Elixinol Global continues to focus on the strong relationship with Pet Relief given Elixinol's 25% equity interest in Pet Relief and the Company continues to look forward to supporting Pet Relief's strategic focus on increased product offerings and distribution of high quality hemp-derived CBD pet products in the US market.

This document was authorised to be given to the ASX by the Board of the Company.

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About Elixinol Global

Elixinol Global Limited (ASX:EXL; OTCQB:ELLXF) is a global leader in the hemp industry, innovating, marketing and selling hemp derived nutraceutical 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 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, providing stronger unified planning and support across the group to enable the various regional offices to focus on operational strategy and execution through its Global Executive Office based in Sydney, Australia
- Hemp Foods Australia Pty Ltd (Hemp Foods Australia), a leading hemp food wholesaler, retailer, manufacturer and exporter of bulk and 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