

# Investor Presentation

October 2020



ELIXINOL GLOBAL LIMITED

ASX:EXL | OTC:ELLXF



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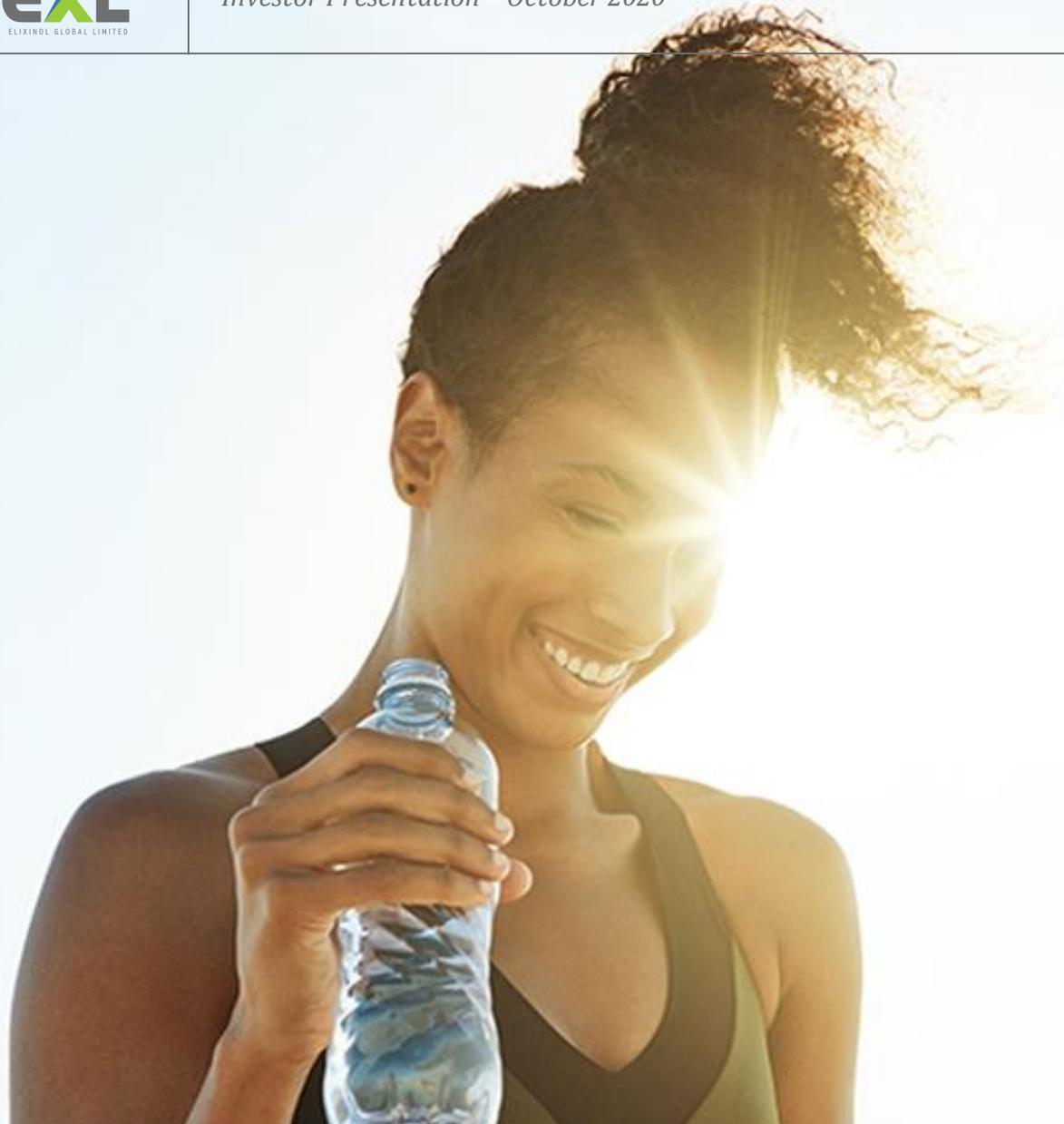
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### ***OUR VISION:***

Building a global, consumer led  
and Elixinol-branded CBD  
nutraceuticals business.

### ***OUR MISSION:***

Making a positive contribution to  
people's health, wellness and the  
planet through the power of  
hemp products.



# What we stand for....

VALUES



**Heritage**  
Champions in hemp for 25 years.



**Global Knowledge**  
Our global footprint delivers highest quality products.



**Quality & Transparency**  
Our products are science & evidence backed.



**Compliance Focus**  
We maintain a strict compliance focus in a dynamic landscape

MUST WINS



**Strong global brand presence**  
Building our brands in Americas, Europe, ASIA, ANZ.



**A profitable CPG model**  
Mature systems and capabilities with a well-managed supply chain.



**Winning in E-Commerce and Pharmacy**  
Creating best in class E-commerce capability and global pharmacy distribution



**Sustainable growth through innovation**  
Continuous NPD & innovation drive.

# Rejuvenated Global Leadership

*To facilitate the turn-around, new leadership capabilities have been put in place at all levels. Specific focus given to augmenting strategic, commercial and governance disciplines.*



**Chair - Helen Wiseman**

Non-executive director and audit committee specialist with extensive international experience in food, pharmaceutical, natural healthcare, professional services, energy and natural resources and manufacturing industries. As a former partner of KPMG and previously named as one of the 2014 Australian Financial Review and Westpac 100 Women of Influence, she brings diversity and seasoned governance skills to the board.



**Executive Director and Group CEO – Oliver Horn**

Most recently CEO of Swisse Wellness for Australia and New Zealand (ANZ) and North America. With an established track record for exponential growth in established and emerging markets, Oliver has extensive experience in building premium global consumer brands, a deep knowledge of the vitamins, minerals and supplements (VMS) category, a track record of premium brand building and a passion for creating businesses with a positive and thriving workplace culture.

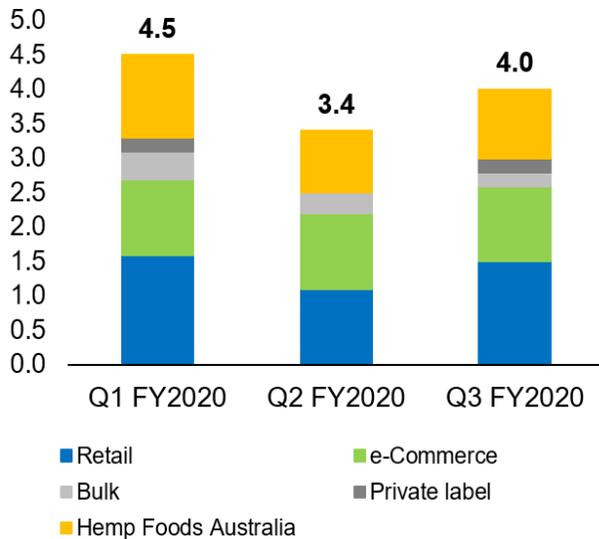


**CEO Americas – Tom Siciliano**

Extensive background in the cannabis industry, having served as president of Nutritional High International Inc., a marijuana manufacturing and distribution company, and as president and CFO for Canna Security America where he turned the company into the second largest security company within the cannabis industry. Prior to his work in the cannabis industry, Tom held senior executive roles at start-up companies, private equity firms and public Fortune 500 companies where he successfully orchestrated several turnaround results.

# Repositioned EXL delivers 18%<sup>1</sup> growth

*Robust revenue growth for Q3 across all business units, operating from materially lower cost base following aggressive repositioning efforts.*



## Robust QoQ growth for Q3 FY2020

Elixinol delivers 18% quarter on quarter revenue growth in Q3 FY'20

## Significant reduction in net cash used in operations

\$3.5m in Q3  
\$6.2m in Q2  
\$9.0m in Q1

## First growth signals under new team

September quarter is first full quarter of operating under new CEO, Oliver Horn

## Expanded agreement with Well Pharmacy, UK

Elixinol store listing of 6 products expanded to 512 stores

## New elixinolSkin CBD skincare range launched with Boots

Boots Ireland launching range across 74 of Boots' leading stores

## HFA performance and growth continues

Improved margins and materially lower cost of operations.

# STRATEGY

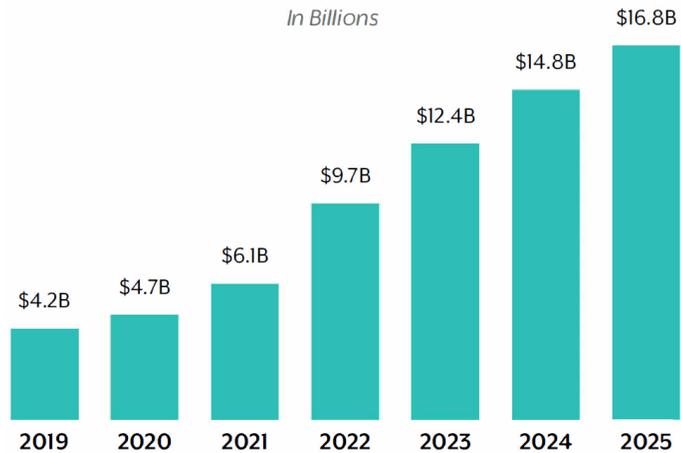


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# Market Outlook & Regulatory Environment

## Strong market opportunity across US and Europe

US CBD Market Size & Forecast (2019-2025)

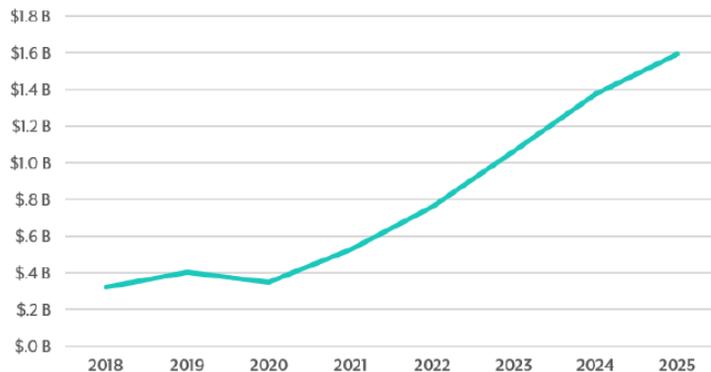


According to Brightfield Group:

### US CBD market<sup>1</sup>:

- US\$4.2B in 2019 expected to grow to US\$16.8B by 2025
- Forecast growth 2020-2025 CAGR of 26%

European CBD Market Sizes, 2018-2025



### European CBD market<sup>2</sup>:

- US\$0.4B in 2019 expected to grow to US\$1.6B by 2025
- Forecast growth 2020-2025 CAGR of 46%

## Regulation differs across key markets

### US regulatory framework uncertain:

- Highly competitive and under-regulated market. In mid-term, move to increased regulation expected to favour compliant companies such as Elixinol.

### European Novel Foods application:

- In early 2020, UK Food Standards Agency (FSA) announced that those looking to market ingestible CBD products will have to submit an application for Novel Foods to keep products on shelves beyond March 2021. EU paused application process whilst confirming its stance on CBD regulations.

### Exploring fast developing Australian market:

- TGA will deschedule CBD to schedule 3 in early 2021 allowing for OTC prescriptions. Elixinol can enter market under TGA Special Access Scheme.

Note: (1) Source: Brightfield Group: Navigating Seismic Shifts July 2020 US CBD Report; (2) Source: Brightfield Group: European CBD, April 2020 Report

# Relentless focus on improving fundamentals

*Strategic efforts continue to be focused on improving cash flow, margin accretion and building new competencies.*

## Cost out / Revenue up

### **Q3 Revenue growth 18%**

All regions delivered quarterly growth  
Europe representing strongest growth

### **Reduced OPEX**

Moving into H2 FY '20 with  
an annualised cost base  
approx. 45% lower than FY'19

### **Operating Cash Outflow Reduction**

43% reduction in cash outflows  
cash outflows from \$6.2m in  
Q2 FY '20 to \$3.5m in Q3 FY '20 (\$9m  
in Q1 FY '20)

### **Right sizing the business**

Global headcount reduction  
31 Dec 2019 - 129  
30 Sept 2020 - 63 (down 49% vs Dec)

## Margin Accretion

### **Global E-Commerce**

25% of global sales in Q3 FY '20 came via  
E-Commerce sales of higher margin  
Elixinol branded products

### **Revenue from Branded Channels**

65% of total global sales in Q3 FY '20  
comes from higher  
margin Elixinol branded products

### **Supply Chain Optimisation**

Lower COGS by simplifying Europe and  
moving US towards a capital light /  
outsourced model

## Building New Competencies

### **Global E-Commerce**

New E-Commerce leadership in Europe  
and Americas supported by new  
agency partners

### **Marketing in US**

New marketing personnel to improve  
brand equity & innovation

### **Finance in US & EU**

New leadership in Americas and Europe  
focused on cost management and cash  
flow

### **Supply Chain in US**

New leadership and transition to capital  
light model



# Agile and Responsible COVID Response

*Trend toward wellness becoming increasingly important in a COVID-19 environment.*

## ***Amplify CBD wellness benefits***



- Position products to be relevant during COVID
- Accelerated launch of relevant SKUs
- Rolled out pharmacy training on health benefits
- Maintain good advertising investment in online & home TV

***Improved Awareness***

## ***Safeguarding business continuity***



- People are our 1<sup>st</sup> priority
- Health & safety measures implemented in all facilities
- Sufficient inventory to navigate shortfalls

***Assured Supply***

## ***Channel Shift to E-commerce, TV shopping & pharmacy***



- Increased support for e-commerce capability journey & marketing
- Offering B2B online services & outbound calling
- Increased promo frequency for TV home shopping
- UK pharmacy launch

***New & Resilient Revenue***

## ***Responsible capital management***



- Highly disciplined cost management
- Optimised cost structure
- Increased promo frequency for TV home shopping

***Well-funded***

# Continued investment in building global brand

The NEW Elixinol range is ideally positioned to participate in the global growth of nutraceutical wellness products. UK distribution gains in pharmacy lay foundation for growth.

CBD blended capsules, proven health benefits



## UK Distribution

### Launched Elixinol range into UK pharmacy:

- Launch with **Well Pharmacy**, the UK's 3<sup>rd</sup> biggest pharmacy chain with 760 stores. Expanded distribution into 512 stores with 8 products including new custom-developed water-soluble tinctures.
- Supply Agreement with **Alliance Healthcare**. AHC supplies over 110,000 pharmacies, doctors, health centres and hospitals from over 288 distribution centres in 11 countries.



### Home TV Shopping

- Ongoing monthly live broadcasts with I Deal World, the UK's biggest free-to-view shopping channel

Catch us for pick of the day on @idealworld\_tv from 9pm tonight

Freeview | Freesat | Sky | Virgin



# Expanding into high growth CBD Skincare

*Our new elixinolSkin CBD skincare range opens new growth channels with fewer regulatory constraints. Boots Ireland secured as first-to-market launch partner.*



## UK Distribution

### Boots Ireland Launch

- Complete range of 8 products launched in 74 of Boots major stores across its network of 87 stores.
- The launch is being supported by an extensive Christmas gifting program and an integrated marketing campaign across radio, print and digital media formats.



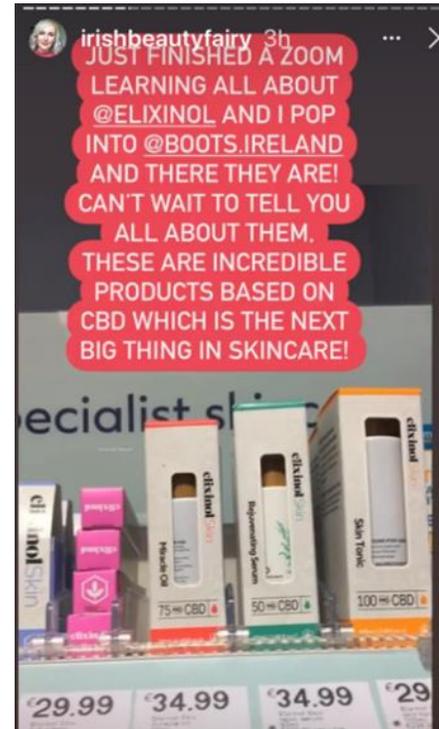
Vegan

Cruelty Free

Natural

# Integrated marketing launch

*The Boots Ireland launch has been supported through a multi channel marketing campaign using skincare influencers to drive awareness & education. To-date more than 80k social views and 150k advertising impressions.*



Vegan

Cruelty Free

Natural

# Consistent growth on improved cost base.

*Hemp Foods Australia is one of the most established and well-known hemp foods brands in Australia. Consistent growth with improved margins and leaner operations. Platform to assess AU CBD route to market.*



<p><b>WE EXIST TO MAKE A POSITIVE DIFFERENCE TO PEOPLE, COMMUNITIES AND THE PLANET.</b></p>	
	<p><b>OUR VALUES:</b></p>
<p><b>OUR VISION:</b> We want to bring healthy hemp products to as many people as possible.</p>	<p><b>FAMILY</b> We operate like a family: Supportive, Empowering, Collaborative, Trusting – the notion of family extends to our customers – they are part of the Hemp Family/Community</p> <p><b>HEALTH &amp; WELLNESS</b> We value a healthy mind, body and spirit and this is reflected in our culture and the nutritious products we develop</p>

# A strengthening global footprint

*Our growing global reach offers diversified opportunities and reduces risk.*

## AMERICAS

- **Est. 2014. One of most trusted brands (\*CBD insider)**
- Colorado HQ. 37 FTE managing sales, marketing, production and logistics
- Growth focus:
  - NPD
  - Wellness Channel
  - E-commerce
- Exports into Latin America



## EMEA

- **Est. 2018. #1 mover advantage**
- UK & NL entities with dispersed team of 10 FTE managing sales, marketing & distribution
- Fully outsourced supply chain
- Growth focus on UK & GER:
  - Pharmacy
  - E-commerce
  - TV shopping
- Long-term distribution arrangement with South Africa



## ASIA

- **Most established and leading brand in Japan**
- Licensing agreement with Elixinol Japan, supply of HFA products
- HFA testing route to market into China cross border E-Commerce
- Growth focus:
  - Invest in Japan
  - Monitor SEA

## ANZ

- **Leading hemp foods brand**
- Sydney based Global HQ with 5 FTE
- HFA Byron Bay Office with 10 FTE managing production, sales & marketing of finished goods & bulk, exports to South Africa and Japan
- >1,200 distribution points
- Growth focus:
  - CBD via PharmaCann
  - HFA hemp foods through NPD & E-Com



# Takeaways

Elixinol positioned within **high growth global CBD categories**

**Trusted & established brand** with fresh nutraceuticals offering

**Expanding global presence** with break-through distribution in UK

**18% QoQ Revenue growth Q3 vs Q2 FY'20** with all regions in growth

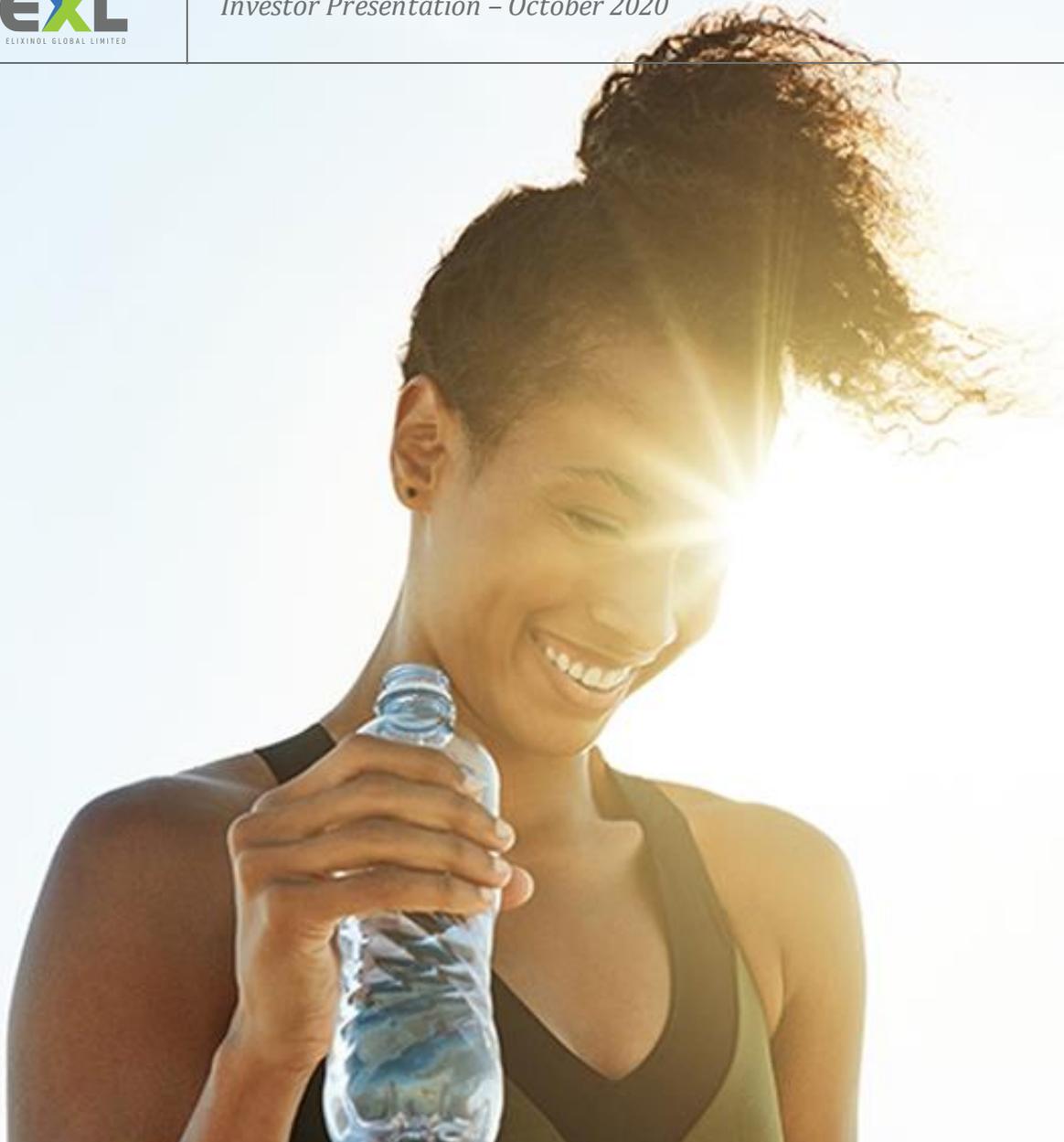
**Optimised business model** with lower cost and new capabilities

**Virtually debt free, \$12.8m of cash** and inventory to drive growth

SUPPORTS HEALTHY ANTIOXIDANT ACTIVITY

450MG CBD PER BOTTLE





## Q&A



## FOR MORE INFORMATION

*Investor relations and media please contact:*

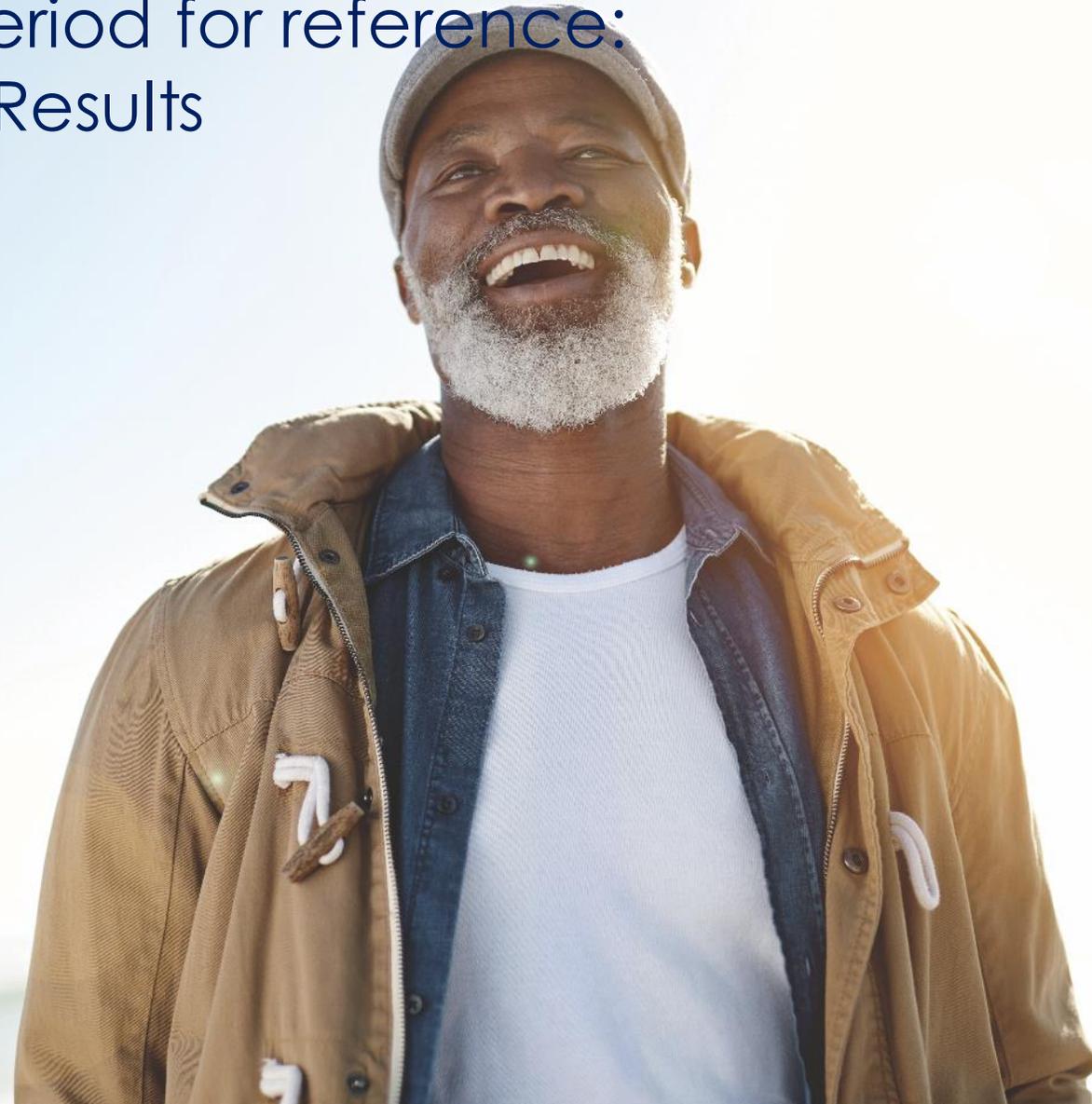
*Ron Dufficy*

*Chief Financial Officer*

*[ron.dufficy@elixinolglobal.com](mailto:ron.dufficy@elixinolglobal.com)*

# APPENDIX

Previous reporting period for reference:  
H1 FY2020 Financial Results

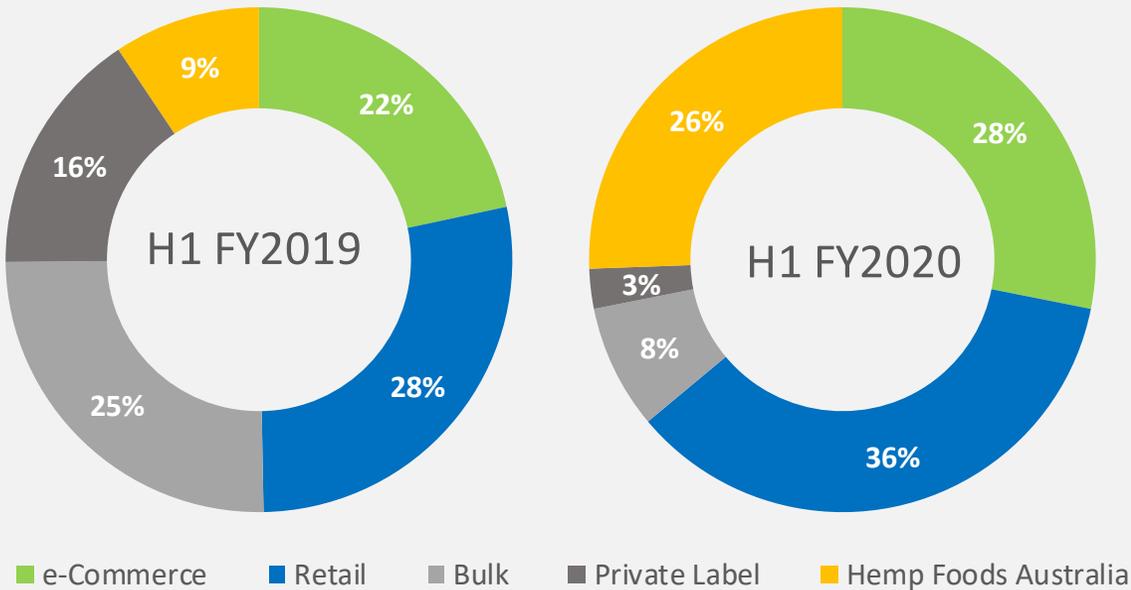


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# Key Highlights for H1 FY2020

*Continued focus on branded consumer goods model and premium margins.*

Revenue channel mix  
31 December year end



- **H1 FY2020 revenue from continuing operations of \$7.9m, down 54% (\$17.1m in H1 FY2019)**
  - COVID-19 impacts led to challenging retail market conditions
- **Continued focus on sales of Elixinol branded products through e-Commerce and retail channels**
  - Sales of Elixinol branded products increased to 64% of revenue in H1 FY2020 (50% in H1 FY2019)
  - Strategic decision to reduce focus on lower margin bulk & private label business

# Financial Summary

*Continued focus on sales of Elixinol branded products.*

(\$m)	H1 FY2020	H1 FY2019
Revenue	<b>7.9</b>	17.1
Cost of goods sold	<b>(4.9)</b>	(9.1)
Gross profit	<b>3.0</b>	8.0
Gross profit margin	38.0%	46.8%
Share of associate losses	<b>(0.5)</b>	0.5
Operating expenses	<b>(17.3)</b>	(19.5)
Adjusted EBITDA	<b>(14.8)</b>	(11.0)
Depreciation and amortisation	<b>(2.0)</b>	(1.0)
Interest income/(costs)	<b>0.1</b>	0.2
Impairment of assets	<b>(69.0)</b>	(0.2)
Profit/(loss) before tax	<b>(85.7)</b>	(12.0)
Tax expense	<b>(4.6)</b>	2.1
Profit/(loss) from continuing operations	<b>(90.3)</b>	9.9

## Revenue

- 54% decline H1 FY2020 vs H1 FY2019 driven by:
  - COVID-19 impacts led to challenging retail market conditions
  - Termination of low margin private label contracts
- Branded product sales increased to 64% of revenue in H1 FY2020 (vs 50% in H1 FY2019)

## Cost of goods sold

- In house production suspended due to COVID related impacts and inventory on hand to support revenue growth for more than 12 months

## Gross profit

- Americas: 45% H1 FY2020 vs 50% H1 FY2019 driven by non-recurring transition costs
- Europe/UK: 32% H1 FY2020 vs 33% H1 FY2019 reflecting distributor sales channel mix
- Hemp Foods Australia: 25% H1 FY2020 vs 18% H1 FY2019 driven by operational efficiencies

## Operating expenses

- Marketing investment including brand development:
  - 18% of revenue in H1 FY2020 (vs 21% in H1 FY2019)
- Europe & UK expenses of \$3.1m H1 FY2020 vs \$1.6m H1 FY2019
- Headcount of 62 at 30 Jun'20 vs 129 at 31 Dec'19 (down 52%)
- Moving into H2 FY2020 with an annualised OPEX cost base approx. 45% lower than FY2019

## Impairment of assets (non-cash)

- Primarily COVID-19 related impacts – goodwill and other intangibles (\$39.2m), inventory related provisions (\$20.2m), the Altmed Pets investment (Pet Releaf) (\$4.7m) and property, plant and equipment (\$4.9m)

# Cash Flow

*47% reduction in quarterly operating cash outflows.*

(\$m)	H1 FY2020	H1 FY2019
Operating activities	<b>(15.2)</b>	(28.9)
Investing activities	<b>2.7</b>	(12.8)
Financing activities	<b>9.0</b>	46.9
Net increase/(decrease) in cash	<b>(3.5)</b>	5.2
Opening cash on hand	<b>20.4</b>	42.9
Effect of change in foreign exchange	<b>(0.1)</b>	-
Closing cash on hand	<b>16.8</b>	48.1

## ***Operating activities***

- Significant focus to improve cashflows
- 47% reduction in quarterly operating cash outflows from \$17.6m in Q4'19 to \$9.3m in Q2'20
- Moving into H2 FY2020 with an annualised OPEX cost base approx. 45% lower than FY2019

## ***Investing activities***

- \$2.6m proceeds from Nunyara land sale

## ***Financing activities***

- \$9.8m (net) proceeds from capital raising
- \$0.7m repayment of lease liabilities

# Financial Position

*\$16.8m cash, virtually no debt, usable inventory to support revenue growth for more than 12 months.*

(\$m)	30 Jun 2020	31 Dec 2019
<b>Current assets</b>		
Cash and cash equivalents	16.8	20.2
Trade & other receivables	1.3	1.5
Inventories	8.9	21.3
Other	2.0	8.4
<b>Total current assets</b>	<b>29.0</b>	51.4
<b>Non-current assets</b>		
Property, plant and equipment	4.7	12.7
Investments	3.3	8.4
Intangible assets	1.1	40.0
Other	2.9	8.6
<b>Total non-current assets</b>	<b>12.0</b>	69.7
<b>Total assets</b>	<b>41.0</b>	121.1
<b>Liabilities</b>		
Trade and other payables	3.4	3.0
Other current liabilities	3.0	3.0
Non-current liabilities	2.4	3.7
<b>Total liabilities</b>	<b>8.8</b>	9.7
<b>Total equity</b>	<b>32.2</b>	111.4

## **Current assets**

- \$16.8m cash on hand
- Inventory net of impairments valued at \$8.9m
- Inventory on hand to reduce future cash requirements and support revenue growth for more than 12 months

## **Non-current assets**

- Property, plant and equipment impaired by \$4.9m driven by decision to move to a capital light model utilising inventory on hand and reducing operating cost
- \$2.6m Nunyara land sold (for proceeds of \$2.6m)
- Pet Releaf investment impaired by \$4.7m
- Intangible assets fully impaired except for website development & ERP system
- Valuation allowance recorded against deferred tax assets

## **Liabilities**

- Virtually no debt
- \$3.3m AASB16 lease liabilities (\$1.2m current, \$2.1m non-current)