

## Bod broadens UK sales footprint and launches new CBD products under CBII brand

- **Two of Europe's leading online retailers to stock Bod's entire range of CBII products in the UK following agreement secured by Bod's exclusive partner Health & Happiness Group Limited**
- **Lookfantastic is one of the world's most successful premium online beauty retailers stocking over 660 brands and shipping to over 200 countries**
- **Feelunique is Europe's leading beauty retailer with a large and established UK customer base**
- **Both retailers have a combined 15m visitors per month across both UK websites**
- **New retailers considerably broaden CBII brand reach, customer base and distribution footprint in a large and growing market**
- **New CBII products including home fragrances and skincare launched with three new products to be introduced in coming months**
- **CBD skincare market to grow to US\$3.48Bn in value by 2026<sup>i</sup> – Bod well placed to capitalise**

**Sydney, Australia – 17 June 2021:** Medicinal Cannabis, CBD and hemp healthcare products company, Bod Australia Limited ("Bod" or the "Company") (ASX: BDA) is pleased to advise that it has broadened its sales footprint in the United Kingdom via two new online retailers, following the launch of new CBD-based products sold under the CBII ([www.cbii-cbd.com](http://www.cbii-cbd.com)) brand.

The CBII range will now be stocked with Europe's number one online premium health and beauty retailer Lookfantastic, as well as Feelunique, one of Europe's leading premium ecommerce beauty retailers.

Lookfantastic is one of the most successful beauty websites globally, stocking 660 premium brands and shipping to over 200 countries. Its UK website generates over 10 million visits per month. The group has grown revenue share 40% year on year for the last three years<sup>ii</sup> and is underpinned by unrivalled technology, supply chain management and a team of world-class experts in the beauty and healthcare space.

Initially, Lookfantastic will focus on the sale and distribution of CBII products in the UK, with both parties exploring the potential to expand availability to other countries where CBD is legally permissible for sale. CBII products will be launched on Lookfantastic's website in the coming weeks.

Feelunique was founded in 2005 and has become one of Europe's leading beauty retailers, stocking over 30,000 products and driving over five million unique visitors per month. The group will stock Bod's CBII range in its unique online marketplace, which is a designated area and expected to launch this month.

The new stockists come following an agreement between each respective company and Bod's exclusive global partner, Health & Happiness Group Ltd ("H&H", HKSE: 1112) and broaden the CBII brands exposure in the UK, as well as increase brand reach and potential customer base. Bod expects that broadening CBII's brand exposure, reach and potential customer base will result in increased sales revenue in the UK market. Given the early stage of the development of the UK CBD market, Bod is unable to reliably estimate the additional sales revenue that may be achieved at this time.

Bod has been advised that the agreements are non-exclusive, do not establish minimum sales volumes and have a minimum 12-month fixed term. The Company has also been advised that there are no material conditions precedent to the agreements.

Bod is a cannabis centric healthcare company. With a global focus and a mission to innovate and transform the way we live and enjoy life. Delivering premium, proven and trusted products for both the consumer markets and medical markets. Leading the way in research and development, through collaborations with research partners on clinical trial programs.

Committed to supporting the healthcare professional on Cannabinoid applications with education, research and knowledge.

### CAPITAL STRUCTURE

ASX code **BDA**  
 Shares on issue **105.8m**  
 Market Capitalisation **~\$39.2m**

### BOARD & MANAGEMENT

Mr Mark Masterson  
 Non-Executive Chairman

Ms Jo Patterson  
 Chief Executive Officer

Mr Akash Bedi  
 Non-Executive Director

Mr George Livery  
 Non-Executive Director

Mr Patrice Malard  
 Non-Executive Director

Mr Simon O'Loughlin  
 Non-Executive Director

Mr Stephen Kelly  
 Company Secretary

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Bod has also recently expanded its CBII offering, which was launched in collaboration with H&H in December 2019 (Refer ASX announcement: 16 December 2019). The range now includes home fragrances and new CBD-based skincare products (refer images overleaf), taking the total number of SKUs available to 17. To keep up with the growing demand for Bod's unique products, an additional three products CBII will be launched in the coming months.

**Commentary:**

**CEO Jo Patterson said:** *"The Company continues to achieve strong demand for its unique range of CBD-based products in the UK market from consumers and retailer partners, and new stockists such as Feelunique and Lookfantastic are further evidence of our growing market presence in the region."*

*"Both of our new retail partners have large and established customer bases and we expect that these stockists will underpin growth in CBD and hemp sales with our revenue profile continuing its upward trajectory."*



**Images:** Bod's new CBII product range

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## ABOUT BOD AUSTRALIA

**Bod Australia Limited (ASX:BDA)** Bod is a cannabis centric healthcare company.

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**This announcement was authorised for release by the Board of Directors of Bod Australia Limited.**

**For more information please contact:**

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<sup>i</sup> <https://www.prnewswire.com/news-releases/global-cbd-skin-care-market-size-projected-to-reach-3-48-billion-by-2026--301113662.html>

<sup>ii</sup> <https://www.lookfantastic.com/info/about-us.list>