

5 November 2015

## **MGC to Collaborate with Leading University of Sydney Faculty on Australian Medical Cannabis Strategy**

- MGC Pharmaceuticals will collaborate with the University of Sydney Business School on research and commercial opportunities in the Australian medical cannabis market
- The program will also facilitate engagement with other faculties at the University of Sydney
- Driven by changes in the Australian regulatory environment, the project will facilitate research into the full business case for Hemp and Cannabinoid (CBD) products to be sold within Australia – from cannabis genetics for different medical and cosmetic treatments, to production and consumer markets
- Hemp and CBD are used as a core ingredient in many medical, therapeutic and cosmetic products
- Collaboration with the University of Sydney Business School will accelerate MGC's recently announced Investigative Study and Australian Strategy into Medical Cannabis
- This follows the recent appointment of Dr Ross Walker to the MGC Board of Directors, leading MGC's investigative study into Medical Cannabis research and commercial opportunities within Australia
- Validation from a pre-eminent Australian institute of MGC's position as the leading ASX listed Medical Cannabis company in Australia
- This University of Sydney program is expected to commence in early 2016 and has the potential to grow in scope as the regulatory environment evolves in the Australian market

Erin Resources Ltd soon to be renamed MGC Pharmaceuticals Ltd (ASX: ERI or the Company) is pleased to announce it will undertake a detailed collaboration with the University of Sydney Business School's Community Placement Program (CPP).

The parties will collaborate on a research based initiative to evaluate the business case for Hemp and CBD products to be sold within Australia. The partnership will include the research of technical scientific aspects for CBD products as well as the commercial opportunity, through market demand surveys, and analysis of the regulatory environment in order to facilitate MGC's Australian strategy and entry into the domestic market.

The collaboration is expected to be a multi-year partnership with students from the University of Sydney Business School, and potentially other faculties working across the project with CPP. MGC will provide appropriately qualified and skilled staff to provide the program with necessary information and support.

CPP is a cross faculty program run by the University of Sydney Business School to provide its partners with high calibre research and business insights to enable companies to implement well researched marketing strategies and business plans. It has projects with multiple partners throughout Australian and Asian markets, across a number of sectors including banking and finance, agribusiness and pharmaceuticals. All projects have both a commercial application as well as a broader social benefit.

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MGC are well positioned to enter the Australian market, ahead of the expected regulatory change, with its highly credentialed executive team led by Mr Nativ Segev and following its recent appointment of Dr Ross Walker as Non-Executive Director to lead the strategy and the newly established Strategic Advisory Board. MGC's operations in Slovenia are being established with GMP (Good Manufacturing Practice) manufacturing site and laboratory certifications, which adheres to strict production, manufacturing guidelines to provide a compliant, quality assured and safe source of medical cannabis.

The collaboration project between MGC and the University of Sydney Business School is expected to commence in early 2016 and has the potential to grow in scope, as the project evolves, on the back of Australian federal and state legislation changes and as MGC accelerates its entry into the Australian market.

**Nativ Segev, Co-founder and Managing Director, MGC Pharmaceuticals commented:**

*"We're delighted to be partnering with the University of Sydney to collaborate on this initiative in the Australian market. Their knowledge and skills of partnering with businesses to provide valuable insight into the financial and socio-economic impact of business activities will significantly enhance our strategy to enter the Australian medical cannabis sector."*

**Associate Professor Leanne Piggott, Director of Business Education at the University of Sydney Business School, commented:**

*"The medical cannabis industry in Australia is clearly becoming a reality, with the NSW Government and the University of Sydney leading the way in clinical trials, and the announcement on 17 October 2015 that the Federal Government will move to legalise the growing of cannabis for medicinal and scientific purposes."*

*The development of new treatments for a variety of serious medical conditions, including epilepsy and cancer, will clearly have important social implications for the broader community. From a commercial perspective, as the sector evolves companies looking to enter this market need to have a clear strategy and effective business plan to establish local operations."*

*The dual social and commercial aspects of the project sit perfectly with the ethos of CPP, which works with businesses to integrate positive social impacts with profitability. We're looking forward to assisting MGC to define the market opportunity and best course of action for them to work alongside regulators and industry participants to become a domestic supplier of medical grade cannabis."*

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**About MGC Pharmaceuticals**

MGC Pharmaceuticals (MGC) is EU based medical and cosmetic cannabis company with many years of technical and commercial experience in the medical and cosmetics cannabis industry. The Company's founders were key figures in the Israeli medical cannabis industry and the core business strategy is to develop and supply high quality non-psychoactive Cannabinoid resin extract ("CBD") to the growing European cosmetics and medical markets.

## **About Erin Resources – Acquisition of MGC Pharmaceuticals**

Erin Resources executed a binding heads of agreement with the option to acquire 100% of the issued capital of MGC Pharmaceuticals, as announced on 18 May 2015. The Option has been exercised and the Company has called a shareholder meeting to approve the acquisition on 16 November 2015, including the Company's name change to MGC Pharmaceuticals Ltd.

## **About Community Placement Program (CPP)**

The Community Placement Program (CPP) provides students with the opportunity to work with a diverse range of social businesses. One of the fastest growing sectors in Australia and overseas, social enterprises aim to simultaneously create social and economic value by bringing social impact into the value chain of traditional business models.

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