

13 March 2018

ASX Code: MXC

## MXC Launches MGC Nutraceuticals Product Line

- MGC Pharma has today launched MGC Nutraceuticals, a new product line of CBD and hemp-enhanced nutraceutical products for retail customers
- The premium range offering of vegan, gluten free nutraceutical products is based on high grade phytocannabinoids, proteins and vitamins
- Formulated for daily use, MGC Nutraceuticals products contribute to normal immune system function and provide improved protection against stress
- The range immediately expands MXC's consumer product offering into the global dietary supplement market with 7 new high-end natural vegan products
- The product range meets the high EU standards, with health claims complying with EU legislation
- The global nutraceutical market was valued at approximately USD 383.06 billion in 2016 and is expected to grow to approximately USD 561.38 billion by 2022<sup>1</sup>
- Launch of new e-commerce platform for the MGC Nutraceuticals, with the range available online (in jurisdictions where legally permitted)
- To accompany the launch, MXC has released a catalogue featuring the entire range of MGC Nutraceuticals products, which will be available from the online store.

**MGC Pharmaceuticals Ltd (ASX: MXC or “the Company”)** is pleased to announce the launch of MGC Nutraceuticals, a range premium vegan products targeting the high-end dietary supplement market.

Promoting inner health and wellbeing, MGC Nutraceuticals' product range includes seven premium products, comprising 4 supplements and 3 food grade products in flavours such as forest fruit, blueberry and vanilla. The products contain high grade phytocannabinoids, which have been grown, extracted and processed under the Company's strict quality control guide lines and standards, alongside natural vegan proteins and vitamins.

<sup>1</sup> <https://www.mordorintelligence.com/industry-reports/global-nutraceuticals-market-industry>

For personal use only  
ASX  
RELEASE

In the range developed by MGC are:

- Powder in a Packet and Ready to Drink (RTD) products based on hemp proteins and CBD;
- MXWS Water Soluble CBD; and
- MGCaps.

All of which have been formulated to promote normal immune system function, improve stress protection and maintain muscle and bone structure and to be taken on a daily basis.



The MGC Nutraceuticals range leverages the Company's existing medicinal cannabis IP, manufacturing capabilities and marketing distribution and has been fully developed with minimal investment. Furthermore, MGC products meet the strict EU guidelines, with all claims made in accordance with the main EU legislation for the use of health claims on foodstuffs (*Regulation (EC) No 1924/2006 on nutrition and health claims made on foods*).

The launch further expands MXC's offering into to the large and growing dietary supplement market, estimated to be worth US\$ 561B<sup>1</sup> and a new and complementary market for the Company.

To coincide with the launch, the release of a new product catalogue and new e-commerce website supporting the MGC Nutraceuticals range is now live at <http://www.mgcnutraceuticals.com/>.

### Roby Zomer, Co-founder and CEO, MGC Pharmaceuticals states:

"MGC's Nutraceuticals range taps into the large and growing health supplement market, providing a CBD and hemp protein-based range of products to consumers that believe in the health benefits derived from CBD and hemp. Our expansion into this complementary market leverages our existing capabilities, including our IP, manufacturing facilities and marketing distribution, meaning we have been able to develop an entirely new range of products for an entirely new market, with minimal additional investment."

-- Ends --

### For further information, please contact:

#### Media Enquiries

Daniel Paproth  
Media and Capital Partners  
+61 421 858 982  
[daniel.paproth@mcpartners.com.au](mailto:daniel.paproth@mcpartners.com.au)

#### MGC Pharmaceuticals Ltd

Brett Mitchell  
Executive Chairman  
+61 8 6382 3390  
[info@mgcpharma.com.au](mailto:info@mgcpharma.com.au)

For personal use only

## About MXC

MGC Pharmaceuticals Ltd (ASX: MXC) is an EU based specialist medical cannabis company with many years of technical clinical and commercial experience in the medical cannabis industry. The Company's founders were key figures in the global medical cannabis industry and the core business strategy is to develop and supply high quality Cannabinoids based pharmaceuticals products for the growing demand in the medical markets in Europe, North America and Australasia.

Follow us through our social media channels



For personal use only