

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 91.4m  
 Market Capitalisation ~\$23.3m

#### 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

#### CONTACT

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## First medicinal cannabis prescriptions received in the UK

- **Initial MediCabilis™ prescriptions received from a leading medicinal cannabis clinic in the UK – group has an established footprint with multiple clinics throughout the country**
- **UK is a large addressable market – estimated to grow to US\$3Bn in value by 2024<sup>i</sup> and over 4 times the size of Australian market by 2028<sup>ii</sup>**
- **Bod well placed to service UK market – infrastructure in place to scale operations rapidly**
- **Combined prescription volumes from Australia and UK markets likely to grow materially**

**Sydney, Australia – 4 May 2020:** Medicinal cannabis healthcare products company, Bod Australia Limited (“Bod”, the “Company”) (ASX: BDA) is pleased to report that it has received its first prescriptions for MediCabilis™ from patients in the United Kingdom – a key milestone for the Company.

The prescriptions were received from a leading medicinal cannabis organisation, which has a number of clinics in London and the UK more broadly. The group was established to meet the needs of people living with chronic and debilitating conditions, whose previous treatments have not been sufficiently effective. The clinic provides premium care of patients through innovative, effective treatment overseen by the UK’s leading medicinal cannabis specialists.

The United Kingdom is a major market opportunity for Bod with approximately 7.3m consumers using CBD annually. It is expected to grow in value to US\$3Bn per annum by 2024 and to €8.8Bn by 2028. This would represent a market four times larger than Australia in 2028 (estimated Australian market value in 2028: €1.9Bn<sup>iii</sup>)

With a presence in Australia and now the United Kingdom, Bod expects prescription volumes to increase materially in the coming months, particularly as brand awareness for MediCabilis™ grows amongst physicians and patients in the UK. Bod has worked collaboratively with its distribution partners in the UK to ensure all necessary infrastructure is in place to scale operations rapidly.

Bod will also introduce its 2.5% and 10% strength CBD isolate products into the United Kingdom (refer ASX announcement: 11 February 2020), which may underpin additional prescription volumes.

**CEO Jo Patterson said:** “Securing the first international prescriptions for MediCabilis™ has been months in the making and it is the critical catalyst for a rapid increase in prescription volumes in the United Kingdom.

“Our UK market entry has included rigorous patient and physician education initiatives, as well as collaborative work with our distribution partners to ensure we have the necessary infrastructure in place to scale operations rapidly. This is not quickly or easily replicated, so we have an immediate market advantage here.

“Bod is now actively engaging with physicians and medical organisations across the UK in a bid to further educate them about the MediCabilis™ range. We are encouraged by the response we are receiving and growing patient demand underpins our confidence that this will be a major growth market for MediCabilis™.

“The UK is spearheading Bod’s international expansion efforts and will act as the springboard into Europe. We have a large number of growth initiatives underway, including new market entries and product introductions. We look forward to communicating our successes.”

- ENDS -

## ABOUT BOD AUSTRALIA

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### For more information please contact:

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<sup>i</sup> The UK Cannabis Report – December 2019 – Prohibition Partners

<sup>ii</sup> The European Cannabis Report, fourth edition 2019 – Prohibition Partners

<sup>iii</sup> The Oceania Cannabis Report 2018 – Prohibition Partners

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