

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	~\$28.3m

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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Regulatory shift unlocks large market opportunity for Bod

- **CBD-based products down scheduled to Schedule 3 (Pharmacist Only) medicines in Australia following Therapeutic Goods Administration interim decision dated 9 September 2020ⁱ**
- **Allows for CBD products containing 98% or more of total cannabinoid content to be sold through Australian pharmacies for specific indications to consumers without a prescription**
- **Regulatory shift will grow consumer market for CBD and allows Bod to bring new lower dose products to market, while still benefiting from sales of higher dose MediCabilis™ products**
- **Bod now progressing opportunities to launch CBD-based products through both its medicinal cannabis and CBD & hemp consumer product divisions**
- **First products expected to be on shelves in Australian pharmacies within 12 months**

Sydney, Australia – 10 September 2020: Medicinal cannabis, CBD and hemp healthcare products company, Bod Australia Limited (“Bod”, or “the Company”) (ASX: BDA) is pleased to advise that it will actively pursue opportunities in the Australian market following the recent interim decision from the Therapeutic Goods Administration (“TGA”) (tga.gov.au) regarding the rescheduling of cannabinoid (“CBD”) products to Schedule 3 (Pharmacist Only) medicines.

The decision, made on 9 September 2020 stipulated that CBD products containing 98% or more of total cannabinoid content will be made available to consumers as an ARTG registered product in oral, mucosal and sublingual formulations, without the need of a prescription.

As per the TGA’s revised guidelines, CBD products can now be sold to consumers over the age of 18 in packs containing no more than a 30-day supply fitted with a child resistant closure. The maximum recommended daily dose is 60mg of CBD.

This unlocks a significant market opportunity for Bod, as it will grow the overall market for CBD products in the country and allows Bod to progress the introduction of CBD-based products in the Australian market. The Company is actively exploring opportunities to launch CBD products through both its medicinal cannabis division and CBD & hemp consumer products division.

The introduction of a new low dose format product will align with the revised Schedule 3 guidelines, without compromising the sales of its existing higher dose MediCabilis™ products, which are gaining significant traction in the Australian prescription market. The Company anticipates the introduction of this product will add to the growth of its overall revenue profile and total addressable market.

Products launched through Bod’s CBD & hemp consumer products vertical would be undertaken in collaboration with exclusive global partner and Swisse Wellness parent company, Health and Happiness Group Ltd (H&H Group, HKSE: 1112).

Bod recently launched a range of hemp based products into 2,000 Australian stores (refer ASX announcement: 30 March 2020) in collaboration with Swisse and is confident that any CBD products launched in collaboration with the brand would be well received by consumers. Swisse products are widely recognised in the Australian market and stocked by leading pharmacies including Chemist Warehouse, Priceline Pharmacy and National Pharmacies amongst others.

Bod is now examining the requirements to register its proposed CBD-based products for sale in Australia. The Company is favourably positioned to expedite this process, following the completion of its Phase I clinical trial (refer ASX announcement: 26 March 2019). Bod will also undertake phase II or phase III trials. These trials were already planned for within the current financial year and the Company has sufficient financial flexibility to support this progress.

Bod anticipates that new products can be brought to market within 12 months. The Company will leverage its established network of pharmacies, clinical trial results and exclusive partnerships to drive product uptake.

CEO Jo Patterson said: *“The announcement from the TGA marks a positive step forward for the acceptance and sale of CBD in Australia and Bod is very well positioned to capitalise.*

“Bod has the opportunity to launch CBD products under both its medicinal cannabis division, as well as its CBD & hemp consumer products vertical. This provides us with considerable optionality and a number of avenues to drive revenue growth. We anticipate that there be significant consumer demand for our CBD products once stock is available and we are confident that products can be brought to market within 12 months.

“Bod will continue to work with the TGA and examine the requirements to launch CBD products for specific indications in Australia. This will include leveraging existing data from our Phase I clinical study to expedite any further clinical initiatives that will be required. We look forward to providing regular updates to shareholders on developments in the near term.”

This announcement was approved by the Board of Directors of Bod Australia Limited

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ABOUT BOD AUSTRALIA

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ⁱ <https://www.tga.gov.au/sites/default/files/notice-interim-decisions-proposed-amendments-poisons-standard-acms-and-joint-acms-accs-meetings-june-2020.pdf>