

Bod launches new medicinal cannabis product and achieves UK prescription growth

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	~\$42.4m

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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- **New cannabigerol (CBG) product to be launched in the UK under recognised MediCabilis™ brand**
- **CBG is a non-intoxicating cannabinoid compound which holds strong potential for broad therapeutic use**
- **Launch provides Bod with important first-mover advantage in rapidly growing market**
- **Bod to leverage existing brand recognition to drive uptake across UK prescription market**
- **Recent growth in UK medicinal cannabis prescription highlights 90% quarter on quarter uplift**
- **Upward trajectory expected to continue with scale up of Project Twenty21 and ongoing educational initiatives**

Sydney, Australia – 18 May 2021: Medicinal Cannabis, CBD and hemp healthcare products company, Bod Australia Limited (“Bod”, or “the Company”) (ASX: BDA) is pleased to provide the following update on a new medicinal cannabis product launch and recent MediCabilis™ prescription growth in the United Kingdom.

Bod launches MediCabilis™ CBG 50 in oil form:

The Company is pleased to advise that it is launching a new cannabigerol (CBG) product, which will be sold under the MediCabilis brand as MediCabilis™ CBG 50 in the United Kingdom.

CBG is a non-intoxicating cannabinoid compound in the cannabis plant, which holds strong therapeutic potential for use in broad therapeutic applications. Preliminary research indicates that CBG has unique pharmacological actions and has the potential to address alternative therapeutic areas to THC and CBD. CBG has a different chemical structure to CBD and THC and will bind onto specific cell receptors for different therapeutic targets. ⁱ

Bod is launching the product following R&D assessments, with the introduction as part of the Company’s approach to developing specific cannabis cultivators and product formats for current and future new product development.

The market for CBG is in its early stages and is expected to grow significantly in the coming years. The launch of MediCabilis™ CBG 50 will provide Bod with a first-mover advantage and leaves the Company very well placed to capitalise.

Initially, Bod will focus on launching the product in the UK, through select doctors and healthcare physicians. The introduction of MediCabilis™ CBG 50 is expected to support incremental market growth across the region, as well and provide additional R&D and clinical research opportunities.

Recent growth in UK medicinal cannabis prescriptions:

Bod is pleased to report strong quarter on quarter MediCabilis™ prescription growth in the UK. During Q3 FY2021, the Company filled a total of 59 MediCabilis™ units, which marks a 90% increase on the previous quarter (Q2 FY2021 prescriptions: 31).

Bod expects that UK MediCabilis™ prescription volumes will continue an upward trajectory following the launch of the Company’s new CBG product, Project Twenty21 scale up and ongoing educational initiatives to promote the company’s products with approved prescribers in the UK market.



Image one: MediCabilis™ CBG 50 in oil form

Commentary:

CEO Jo Patterson said: *“As restrictions in the United Kingdom continue to ease, Bod is beginning to achieve positive progress and we are confident that this will continue across the coming months.*

“The launch of a new CBG product, under the widely recognised MediCabilis™ brand will provide the Company with a number of opportunities to increase prescription sales and scale up R&D. CBG has been reported to be the ‘next CBD’ and has a growing market demand. Published scientific literature suggests that CBG has potential anti-inflammatory benefits, so the launch of MediCabilis™ CBG 50 in oil form will provide Bod with an important first-mover advantage in what will become a significant market.

“The recent upward trajectory in MediCabilis™ prescriptions is also very pleasing and follows considerable hard work undertaken in collaboration with our distribution partners and approved prescribers in the UK. To further scale up UK medicinal cannabis sales, Bod is progressing educational initiatives, as well as working with large industry bodies to grow its market share. This is a similar approach to how the Company has tackled the Australian market and we expect growth to continue over the remainder of the calendar year and beyond.”

- ENDS -

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ABOUT BOD AUSTRALIA

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

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ⁱ <https://jpet.aspetjournals.org/content/376/2/204>

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