ASX Announcement
29 July 2019

Elixinol partners with PharmaCare to release CBD products

Elixinol Global Limited (Elixinol Global) (ASX:EXL; OTCQX:ELLXF) is pleased to announce that its Dutch based wholly-owned subsidiary, Elixinol B.V. (**Elixinol**), has partnered with PharmaCare's Naturopathica brand to create a co-branded CBD capsule range to be sold via Holland & Barrett, UK's leading health and wellness retailer.

Naturopathica CBD+ encompasses six capsule-based SKU's that blend Elixinol's high strength, full spectrum CBD with specific vitamins and minerals to target different areas of health and wellbeing.

Elixinol Global's CEO, Mr Stratos Karousos, said: "Elixinol partnering with the prominent UK based PharmaCare underpins Elixinol's commitment to grow its branded products through working partnerships with the UK's most trusted and highly regarded brands."

"The Naturopathica CBD+ range is the first CBD product to appear in a prime-time television advertisement, running on the UK's Channel 4 and ITV networks. In June, Elixinol was the first CBD brand to leverage the UK's National Rail giant media boards, with an extensive digital marketing campaign across London's national and international train stations."

Elixinol's CEO Europe & UK, Mr Ali Atcha said: "The partnership with PharmaCare positions Elixinol as a leading player in the developing UK CBD market. Naturopathica CBD+ will be sold via Holland & Barrett's online store, HollandandBarret.com, and over 800 Holland & Barrett retail stores."

Elixinol is in the process of fulfilling a second order of 60,000 units.

For more information please contact:

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About Elixinol Global

Elixinol Global Limited (ASX:EXL; OTCQX:ELLXF) is a global leader in the cannabis industry, selling hemp-derived CBD dietary supplements, hemp food and wellness products, as well as holding a manufacturing licence for medicinal cannabis products.

Elixinol Global's businesses include:

- Elixinol LLC (Elixinol), a manufacturer and global distributor of industrial hemp based dietary supplement and skincare products, with operations based out of Colorado, USA;
- Hemp Foods Australia Pty Ltd (Hemp Foods Australia), a leading hemp food wholesaler, retailer, manufacturer and exporter of bulk and branded raw materials, and finished products; and
- Nunyara Pharma Pty Ltd (Nunyara), founded in 2014 to participate in the emerging Australian medicinal cannabis market. Nunyara holds a manufacturing licence and its application for cultivation to the Office of Drug Control is currently pending approval.

See more at www.elixinolglobal.com

About PharmaCare

PharmaCare is a family-owned multinational business founded in 1985 in Australia with a core mission to enrich people's lives through health and wellness. PharmaCare has built and acquired a portfolio of iconic brands including Nature's Way, Bioglan, Skin Doctors, Brut, Norsca, Rosken, Redwin and Naturopathica.

Through innovation, monitoring emerging technologies and coordinating improvements across international offices, partners and scientists, PharmaCare brands are available to customers in over 50 countries.

About Holland & Barrett

Holland & Barrett is one of the world's leading health and wellness retailers and the largest in Europe, supplying its customers with a wide range of vitamins, minerals, health supplements, specialist foods and natural beauty products. With over 145 years of experience in the industry, their name is a familiar sight in almost every major city and town across the UK and is becoming increasingly more visible further afield, in markets as diverse as the Netherlands and Malta to the UAE, China and India.

www.hollandandbarret.com