

**BRITISH CANNABIS™**  
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## **GLOBAL CBD AND WELLNESS BRAND, ELIXINOL IS SET TO BE 'POWERED BY BRITISH CANNABIS' IN THE UK**

- **Elixinol Wellness Ltd and BRITISH CANNABIS™ have entered into an exclusive Trademark & Know-How License Agreement for the UK market, starting in December 2021**
- **BRITISH CANNABIS™ will become the exclusive UK manufacturer and distributor of Elixinol's extensive range of CBD supplements and cosmetics**
- **Elixinol products will continue to trade in the UK, Europe's largest cannabinoid market, in tandem with the BRITISH CANNABIS™ existing portfolio and remains dedicated to provide compliant, Novel Foods registered CBD products.**

CBD Health Foods Ltd, trading as BRITISH CANNABIS™, is pleased to announce that it has entered into an exclusive Trademark & Know-How License Agreement (**Agreement**) with Elixinol Wellness Limited (**Elixinol**) (**ASX:EXL; OTCQB:ELLXF**), the wholly owned subsidiary of Elixinol Wellness (Corporate Services) Pty Ltd, to sell CBD products across the UK.

Given the complex and ongoing developments with the regulatory environment in the UK and given Elixinol's strategic focus on driving profitability, Elixinol made the considered decision in 2021 to cease trading in the UK and EU markets and instead move to an indirect route to market model by seeking a licensing partner in the UK.

The Elixinol and BRITISH CANNABIS Agreement enables Elixinol's strong brand to continue to be distributed in the UK, whilst handing over the UK operations and associated cost.

The appointment of BRITISH CANNABIS as the sole and exclusive Licensee of Elixinol-branded products in the UK, for a three-year term, marks a pivotal agreement in the course of the UK cannabinoid market. Both parties are committed to invest in a renewed support of the existing Elixinol sales channels, key retail customers and consumers. The shared aim is to improve revenues across the board, whilst building on the legacy set by Elixinol's founders over 10 years ago, ensuring a continued execution of Elixinol's global strategy.

Established in 2015, BRITISH CANNABIS is the largest independently owned, producer, manufacturer and distributor of legal cannabis-derived products in the UK. It has a suite of successful branded flagship

products, along with a range of white label brands *Powered by BRITISH CANNABIS*. With a focus on innovation, quality, accuracy and compliance that has backed products from this UK cannabis industry original for over 6 years, this focus now looks set to support the dynamic range of wellness solutions at Elixinol.

Elixinol Global CEO, Oliver Horn, commented *"We are delighted about our partnership with BRITISH CANNABIS who are the most established manufacturer and distributor of branded and white label CBD products in the UK. BRITISH CANNABIS' Canabidol™ brand is widely distributed in UK pharmacies, demonstrating the company's credentials and capabilities to build brands in sophisticated retail channels. BRITISH CANNABIS' manufacturing capability also allows us to manufacture Elixinol products in the UK and thus create a more efficient supply chain solution. Through the partnership with BRITISH CANNABIS, UK consumers will now continue to be able to buy their favourite Elixinol products and we are very excited to see the brand continue following many years of building the brand."*

BRITISH CANNABIS CEO, Tom Whettem, commented *"It is an honour to be asked to continue the legacy of Elixinol here in our home market. The prospect of a dynamic partnership between Australia's leading global CBD range and the UK's premier manufacturer has excited both myself and our leadership team. The ranges from the companies complement each other in several ways and continuing the legacy of Elixinol galvanizes us. With the security of our Novel Foods dossiers, the potential to take this reinforced portfolio to market makes for a very solid proposition for retailers and provides the CBD supplements consumer with great choices."*

## About Elixinol

Elixinol Wellness Limited (ASX:EXL; OTCQB:ELLXF) is a global leader in the hemp industry, innovating, marketing and selling hemp derived nutraceutical, cosmetic and food products. The Company's simplified business model is focusing on:

- In the Americas, innovating, marketing and selling high quality Elixinol branded hemp derived nutraceutical and skincare products based in Colorado, USA
- In Europe and the UK, educating and selling high quality Elixinol branded and co-branded hemp derived nutraceutical and skincare products, via a license agreement in England, UK.
- In Australia, Hemp Foods Australia is a leading hemp food wholesaler, retailer, manufacturer and exporter of bulk and branded raw materials, and finished products
- Across the Rest of World, expanding distribution of Elixinol branded hemp derived products through reputable distributors as key markets open.

BRITISH CANNABIS™ can be reached on +44 (0) 203 965 2420 or via email at [info@britishcannabis.org](mailto:info@britishcannabis.org)

## BRITISH CANNABIS™ - A UK CBD Industry Original

**BRITISH CANNABIS™** is the largest producer, manufacturer, and distributor of legal cannabis-derived products in the UK. They own and operate a unique extraction and purification facility in England and provide analytical testing, bulk extracts and white label products to the UK market leading brands.

With over a thousand CBD food supplement products, included across no less than 15 thorough applications to the Food Standards Agency, the makers of Canabidol™, ACCESS CBD™ and many successful white label brands are set to bring cannabis-based wellness products to the people for years to come.

