



19 January 2021

Ananda Health and MEDISCA announce exclusive alliance for global distribution of full spectrum CBD

HIGHLIGHTS

- Ananda Health enters into an agreement with MEDISCA the leading pharmaceutical compounding distributor
- MEDISCA supplies over 10,000 compounding pharmacies across the US, Canada and Australia
- Ananda Health products will be available to US MEDISCA customers February 1, 2021

Ecofibre Limited (Ecofibre, Company) (ASX:EOF, ADR: EOFBY) is pleased to announce that the Company has entered into an exclusive distribution agreement with MEDISCA. Under this agreement, in the US, Canada and Australia, MEDISCA is the exclusive compounding pharmacy distributor for Ananda Health products and Ananda Health is the exclusive CBD finished product to be distributed by MEDISCA.

David Neu, CEO of Ananda Health states, "We could not be more proud to partner with the global leader in the pharmaceutical compounding industry. MEDISCA has over 30 years of experience in the industry and both of our organizations have core values that are deeply aligned around education, quality and customer care."

"MEDISCA has been closely monitoring the CBD segment over the past several years and we have seen awareness and demand increase for compounding pharmacists across many geographies. To ensure that we can provide our pharmacists the best-in-class CBD product range we are very pleased to announce our exclusive distribution partnership with Ananda Health," said Panagiota Danopoulos, SVP Global Strategy and Innovation at MEDISCA.

"CBD is an exciting new category that still requires significant research and education to ensure it can help as many patients as possible. In conjunction with Ananda Health, we are very excited to be able to give our pharmacists access to the research, tools and training to improve patient outcomes," said Ms. Danopoulos.





Neu continued "This partnership is one of the most important milestones in the professionalization of the CBD industry. This is the first time a multinational distributor will be carrying ingestible hemp-derived CBD products."

The full range of Ananda Professional products will be available to the US MEDISCA network of over 5,000 pharmacies from February 1, 2021.

The companies are working to establish distribution in Australia in conjunction with the current SAS B program for medicinal cannabis.

Georgie Rist, Ananda Health's VP of Global Accounts states, "We are very excited to be able to work with MEDISCA in Australia. Their pharmacist education program, doctor detailing and existing educational platform via their affiliate, LP3 Network, is a tremendous asset in educating Australian healthcare professionals on the safe use of low dose CBD products."

Key terms of this agreement:

- Term 3 years, plus 2-year options to extend
- Exclusive regions are United States, Canada and Australia. MEDISCA can distribute to other geographies on a non-exclusive basis
- Ananda Health is the exclusive provider of all CBD finished products
- Product range for MEDISCA includes all Ananda Health products to include ingestibles, topicals, women's health and diabetic health
- Minimum sales requirements will be established six months from contract start date





Investor Relations and Media please contact:

Jonathan Brown, Company Secretary, Ecofibre Limited
Level 12, 680 George Street, Sydney NSW 2000
investor-relations@ecofibre.com

About Ecofibre

Ecofibre is a provider of hemp products in the United States and Australia.

In the United States, the Ananda Health is the #1 provider of hemp-derived CBD for retail pharmacies. The Company produces nutraceutical products for human and pet consumption, as well as topical creams and salves. See www.anandahemp.com and www.anandaprofessional.com. The Company also supplies its leading Ananda Hemp CBD products to Australians via the SAS B program.

In Australia, the Company produces 100% Australian grown and processed hemp food products including protein powders, de-hulled hemp seed and hemp oil. See www.anandafood.com.

The Company is also developing innovative hemp-based products in textiles and composite materials in the United States. See www.hempblack.com.

The Company owns or controls key parts of the value chain in each business, from breeding, growing and production to sales and marketing. Our value proposition to customers is built on strong brands and quality products.

About MEDISCA

MEDISCA is the leader in providing turnkey solutions to the pharmaceutical compounding industry and allied health care professionals worldwide. Through its global partners, LP3 Network and MEDISCA Network, MEDISCA is committed to being a complete resource for prescribers, pharmacists and pharmacy technicians engaged in personalized medicine by offering educational trainings, products, and support. Founded in 1989, the company has locations in Canada, the United States and Australia, optimizing its service to the international market. For more information about MEDISCA, please visit www.medisca.com and follow us on Twitter at [@medisca](https://twitter.com/medisca).

Authorisation

This document is authorised to be given to the Australian Securities Exchange (ASX) by the Board of the Company.

