

14 March 2022

### Ecofibre appoints Michele Anderson as non-executive Director

**Ecofibre Limited (Ecofibre, Company) (ASX:EOF)** is pleased to announce the appointment of Michele Anderson to the Board, effective today.

Ecofibre's Chairman, Vanessa Wallace, said "I am delighted to welcome Michele to the Board."

"The Board is committed to ensuring a strong membership and mix of skills, knowledge, experience and diversity. Michele has extensive experience across a range of industries in the United States, including leadership of substantial e-commerce and bricks-and-mortar retail businesses."

"Michele's deep understanding of US consumer markets and distribution channels will be invaluable as the Company continues to target commercial opportunities across its diverse portfolio of businesses."

Ms Anderson will be an independent non-executive director.

Ms Anderson will stand for election at Ecofibre's AGM in November 2022.

#### **Michele Anderson**

Michele's executive career spans 30 years as an operating business executive, independent director and founder working across the technology, wine and professional services sectors. Her leadership contributions and passion lie in developing and implementing growth strategy, scaling brands and businesses, driving digital growth and transformation, and supporting positive environmental impact and de-carbonisation.

She began her career in Australia as a management consultant with Booz Allen and Hamilton and then spent most of her career to date working in the US, including running Shutterfly's US\$1B revenue consumer ecommerce business in Silicon Valley and Staples' Print and Marketing Services business across 1,200 US stores. Michele also has considerable experience founding and scaling businesses in the highly regulated wine and alcoholic beverages industry.

Michele holds bachelor's degrees in Commerce and Law from UNSW, an MBA from Wharton, and a Master of Wine. She is a graduate of the Australian Institute of Company Directors and an independent director of one of the world's leading wine businesses, Baron Philippe de Rothschild, SA.

Ms Anderson said, "I'm looking forward to working with Ecofibre's Board and management team as the Company continues to build on its leading capabilities in hemp foods, nutraceuticals and materials".

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#### **About Ecofibre**

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

In the United States, the Company produces nutraceutical products for human and pet consumption, as well as topical creams and salves. See [www.anandahemp.com](http://www.anandahemp.com) and [www.anandaprofessional.com](http://www.anandaprofessional.com). The Company also supplies its leading Ananda Hemp CBD products to Australians via the SAS B program. See [www.anandahemp.com.au](http://www.anandahemp.com.au).

In Australia, the Company grows and produces hemp food products including protein powders, de-hulled hemp seed and hemp oil. See [www.anandafood.com](http://www.anandafood.com).

The Company also develops and sells innovative hemp-based textile and other products in the United States. See [www.hempblack.com](http://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.

#### **Authorisation**

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