

17 July 2023

Company Announcements Office
Australian Securities Exchange

Breathe Life Sciences (BLS) extends Amazon Footprint into US and Japan

Highlights

- **Trademarked Dr Watson branded products now selling on Amazon US and Japan**
- **Fully accredited laboratory for CBD based products established in Japan**
- **Amazon sales in Japan expected to achieve annual revenue of \$1 million in FY 2024**
- **Amazon sales in UK expected to achieve annual revenue of \$1 million in FY 2024**
- **Australia expecting to go live on Amazon in H2 CY2023 and awaiting TGA Pharmaceutical GMP inspection in September 2023 to enable it to scale production facilities**

Bioxyne Limited (ASX: BXN) (Bioxyne or Company) is pleased to advise its first sales of its trademarked Dr Watson mushroom nootropics are now selling on Amazon US. A broader range of products are also being sold on Amazon Japan.

Mushroom nootropics are formulated with vitamins and minerals to enhance cognitive function, focus, memory, as well supporting energy levels, and are a popular replacement for coffee.

The Company is also making good progress in Japan, where it is both a manufacturer of CBD based products and a supplier of CBD isolates as active ingredient to the wellness industry. The growth of Dr Watson branded products on Amazon Japan, positions Bioxyne with an important presence on the largest e-commerce platform in the world adding to its existing UK, Germany, France and US e-commerce markets.

Sam Watson, CEO, commented, *“we are pleased with the rapid uptake of Dr Watson products on Amazon after significant work in the past year in obtaining approvals. We expect to go live on Amazon Australia in the coming months. The Company holds licenses to import and export CBD based products in Australia, and we await TGA Pharmaceutical GMP inspection in September, to enable us to scale existing production facilities”.*

The revenue figures quoted above are forecasts at this time and the Company is not able to determine the financial impact of materiality as at the date of this announcement.

This announcement has been approved for release to the ASX by the Board.

For further information contact:

Sam Watson
Managing Director
Bioxyne Limited
sam@breathelifesciences.com

Guy Robertson
Chief Financial Officer
Bioxyne Limited
guy@bioxyne.com

About Bioxyne

Bioxyne Limited (ASX:BXN) is an Australian health and wellness products company (incorporated in 2000) with a focus on clinically effective health and wellness products particularly in the gut and immune health areas.

Bioxyne is in the consumer dietary supplements and functional foods markets through its proprietary probiotic, *Lactobacillus fermentum* VRI-003 (PCC[®]), and through its direct sales business trading as Bioxyne International, the Company has developed a range of functional food products containing ingredients sourced primarily from New Zealand.

Bioxyne's probiotic business is supported by a manufacturing and distribution agreement with Chr. Hansen (Denmark) a global leader in the manufacturing of natural food additives and supplements products for the food, health, pharmaceutical and agriculture industries.

Bioxyne has a distribution agreement for PCC[®] with Nu-Skin Enterprises (USA) a successful worldwide direct selling company. For more information on Bioxyne, please visit <https://bioxyne.com>

About Breathe Life Sciences (BLS)

BLS is an Australian incorporated company that has wholly-owned subsidiaries in Japan, France, Czechia, Switzerland, United Kingdom and Australia (together, the **BLS Group**).

In Australia, the BLS Group (via the subsidiary BLS Wholesalers Pty Ltd) holds controlled substance licenses to import, export, wholesale and manufacture Schedule 3,4 and 8 poisons (Medicinal cannabis), and operates a wholesale distribution model as well as direct to patient supply of prescribed medications via blsclinics.com.au. BLS Wholesalers also holds a manufacturing licence issued by the Queensland government for schedule 3,4, and 8 poisons, ISO-7 audited clean rooms, and a pending pharmaceutical GMP (Good Manufacturing Practices) audit.

Outside of Australia the BLS Group operates a health and wellness products and brands business focussed on naturally derived active nutraceuticals, wellness and lifestyle supplements and cannabidiol (CBD) based therapeutic goods.

The BLS Group commercialises products containing active ingredients, such as cannabinoids, novel food supplements, mushroom extracts, vitamins, Manuka Honey and probiotic supplements. It primarily operates in the UK, Europe and Japan, and engages in the following activities:

- (a) owner of Dr Watson[®] brand in the UK, Japan, Australia and New Zealand – Dr Watson is an internationally recognized leading CBD, health and lifestyle brand. Dr Watson products consist of cannabis-based food supplements and lifestyle products, cosmetics, functional mushrooms and nootropics;
- (b) contract manufacture and wholesale of raw materials and cannabinoid extracts in Japan, UK and Europe;
- (c) white label manufacture of third-party wellness and supplements brands in Japan, UK and Europe in company-owned facilities;
- (d) research and development for third party customers;
- (e) direct sales via online and wholesale sales of BLS-owned consumer brands, such as Dr Watson[®] (drwatsoncbd.com), via The Organic Pharmacy (theorganicpharmacy.com), VPZ (vpz.co.uk), NHS (National Hemp Service), Amazon.co.uk, Amazon.co.jp, Rakuten.co.jp), NOL (nolcbn.com), Apothecary CBD (via Amazon UK), Essentials CBD (via Amazon UK); and
- (f) online healthcare business BLS Clinics together with technology partner InstantScripts – see blsclinics.com.au