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# Australian Primary Hemp's 'Mt. Elephant' Products to be ranged in 7-Eleven stores

16 November 2020

## ASX Release

### Highlights

- Australian Primary Hemp (APH) secures retail distribution arrangement with 7-Eleven Australia to stock 'Mt. Elephant' branded hemp snack bars
- 7-Eleven Australia is APH's first major retailer of the Mt. Elephant range, exposing the Mt. Elephant brand to over 720 stores and a significant consumer base
- Mt. Elephant hemp seed-and-nut bars will be available in 7-Eleven stores across Australia from 22<sup>nd</sup> March 2021
- APH and 7-Eleven expect annual sales volume between \$1M – \$1.4M

**Melbourne, Australia; 16 November 2020:** Australian Primary Hemp Ltd (ASX: APH) ("**APH**" or the "**Company**"), a producer, manufacturer and distributor of premium plant-based health and wellness products, is pleased to announce a retail distribution arrangement with 7-Eleven Australia Pty Ltd ("**7-Eleven**") that will see APH's 'Mt. Elephant' snack bars stocked in stores across Australia.

With over 720 stores across Australia, 7-Eleven is the first large retailer to stock Mt. Elephant products. 7-Eleven stores will carry Mt. Elephant hemp snack bars in three flavours: *Apricot & Nut*, *Honey & Nut*, and *Salted Caramel*, this aligns with the 7-Eleven annual category review process. There is a confirmed promotional program and marketing plan to support sales and consumer awareness being implemented jointly from date of launch. Forecast purchases are confirmed by 7-Eleven for the first six months of ranging.

Mt. Elephant products have been developed to capture the growing consumer demand for high-quality, plant-based 'superfood' products. The seed-and-nut bars contain 100% Australian hemp, a nutritionally dense source of Omega-3 and -6, Magnesium, and Gamma Linoleic acids. In addition to the hemp snack bars, the Mt. Elephant range includes hemp seed oils, protein, flour and dehulled seeds.

7-Eleven and APH expect annual sales volume for the Mt. Elephant snack bars to be between \$1M and \$1.4M.

Commenting on the arrangement with 7-Eleven, APH's Managing Director and Chief Executive Officer, Neale Joseph said, "Since the launch of the Mt. Elephant brand in September, we have received a positive response from retailers, which has resulted in the product range being stocked in over 400 stores nationally to date.

ASX Code: APH

AUSTRALIAN PRIMARY HEMP LTD



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"The arrangement with 7-Eleven shows the mainstream appeal of our convenient plant-based snack bars and is a significant step forward in APH's commercialisation and distribution plans.

"The hemp bars to be stocked by 7-Eleven represent some of our most popular Mt. Elephant products. We expect customers will enjoy the convenience of being able to purchase healthy, plant-based snacks from 7-Eleven's extensive store network and experience the 'superfood' benefits of hemp."

"On behalf of APH, I'd like to thank 7-Eleven Australia for including our products in their range."

## ENDS

### About Australian Primary Hemp

Australian Primary Hemp Limited ("APH") is a vertically integrated business which produces, manufactures, and distributes a range of hemp products under the APH and Mt Elephant brands, to retail, wholesale, and white label customers in Australia. APH engages across the hemp value chain, encompassing hemp seed selection, farming, processing, packaging as well as distribution and sales of bulk and retail products.

Authorised on behalf of the APH Board of Directors by:

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