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Australian Primary Hemp's 'Mt. Elephant' products to be ranged in Woolworths Supermarkets

18 January 2021

ASX Release

Highlights

- Australian Primary Hemp (APH) secures significant retail distribution agreement with Woolworths to carry its new 'Mt. Elephant' range of baking products
- Mt. Elephant products will be available in Woolworths stores across Australia from March 2021
- The Mt. Elephant baking range includes six products, including plant-based protein pancakes, protein balls, and bread mixes
- APH forecasts annual retail sales value to be \$2.31 million per year from March 2021 in Woolworths.
- The Woolworths agreement will introduce more Australians to the Mt. Elephant range, giving them more options for incorporating high-quality, plant-based 'superfoods' into everyday home cooking

Melbourne, Australia; 18 January 2021: 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 that it has confirmed a retail distribution agreement with Woolworths Group Limited ("Woolworths") that will see APH's new 'Mt. Elephant' range of baking products carried in Woolworths stores across Australia from March 2021.

APH's Mt Elephant range of baking products were created using plant-based protein, and contain 100% Australian-grown hemp, a nutritionally dense source of Omega-3 and -6, Magnesium, and Gamma Linoleic acids.

The Mt. Elephant range of baking products have been developed to capture growing consumer demand for incorporating high-quality, plant-based 'superfoods' into everyday home cooking. In addition to the baking range, the Mt. Elephant product range includes hemp seed oils, protein, flour, and dehulled hemp seeds.

APH forecast annual sales value for the Mt. Elephant range of baking products to is \$2.31 million per year from March 2021 in Woolworths stores and online. The term of the distribution agreement is subject to meeting the retailers' sales performance criteria for each category.

Commenting on the agreement with Woolworths, APH's Managing Director and Chief Executive Officer, Neale Joseph, said, "We are delighted that Woolworths will soon stock Mt. Elephant products. This substantial agreement builds on APH's momentum in the retail space and is significant progress in achieving our commercialisation and distribution goals."

ASX Code: APH

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"The Woolworths agreement follows the success of our agreement with 7-Eleven; in combination with several more potential contracts in the pipeline, it reflects Australia's growing demand for convenient plant-based food products", he said.

"The Mt. Elephant baking range has been thoughtfully developed to help Australians elevate their everyday cooking with convenient and nutritious plant-based mixes. We hope this will give more Australians the confidence to try and experience the superfood benefits of hemp."

"We would like to thank Woolworths for including our products in their stores, and we look forward to the success of this agreement."

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 brand, 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.

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