



australian  
primary hemp

# Australian Primary Hemp secures retail distribution agreement with Coles

3 March 2021

## ASX RELEASE

### Highlights

- Australian Primary Hemp secures retail distribution agreement with Coles Supermarkets Australia Pty Ltd
- APH's new Mt. Elephant 'mylk' branded hemp and oat milk to be ranged in 140 Coles stores in New South Wales, Victoria, ACT and Queensland from April 2021
- APH expects this agreement to generate sales revenue of approximately \$200,000 per annum commencing April 2021

**Melbourne, Australia; 3 March 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 it has secured a retail distribution agreement with Coles Supermarkets Australia Pty Ltd ("**Coles**"). This agreement ("**Agreement**") will see APH's Mt. Elephant 'mylk' hemp and oat milk carried in more than 140 Coles stores across Australia's east coast from April 2021.

The two Mt. Elephant mylk products to be carried by Coles are a barista/original oat and hemp mylk and a chocolate oat and hemp mylk. APH trialled its Mt. Elephant mylk with a number of Melbourne-based baristas to develop its texture and flavour profile.

A highly digestible plant-based protein, Mt. Elephant mylk is low in saturated fats, is free from cholesterol, high in polyunsaturated fats, packed with vitamins and minerals, and is 100% vegan. It also contains a complete essential amino acid profile.

Demand for plant-based milk market is being driven by consumers seeking innovative and nutritious alternatives to dairy milk other than soy or almond milk.

Commenting on the agreement with Coles, APH Managing Director and Chief Executive Officer, Neale Joseph, said, "This distribution agreement with Coles further reinforces our observations on the growing demand for high-quality, plant-based superfoods and is a significant step on our path towards further commercialisation of Mt. Elephant branded product lines.

This is just the beginning for our mylk products, and we are excited to see Coles stock the line later this year.

Our Mt. Elephant product range is building commercial momentum. This agreement with one of Australia's largest grocery stores is a significant milestone as APH continues to progress commercialisation and distribution of Mt. Elephant products."

**ENDS**

ASX Code: APH

AUSTRALIAN PRIMARY HEMP LTD



australian  
primary hemp

# Australian Primary Hemp secures retail distribution agreement with Coles

3 March 2021

## About Australian Primary Hemp

Australian Primary Hemp Limited ("APH") is a vertically integrated business which produces, manufactures, and distributes a range of plant based nutrition brands including hemp products under the Mt Elephant and APH brands, to retail, wholesale, and white label customers in Australia. APH engages across the hemp value chain, encompassing 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:

Pauline Gately

Non- Executive Chair

Australian Primary Hemp Limited

+61 3 9692 7222

## Contacts for further information:

Neale Joseph

Chief Executive Officer and Managing Director

Australian Primary Hemp Limited

[investor@ausprimaryhemp.com.au](mailto:investor@ausprimaryhemp.com.au)

Kyahn Williamson

WE Communications

[kwilliamson@we-worldwide.com](mailto:kwilliamson@we-worldwide.com)

+61 401 018 828

ASX Code: APH

AUSTRALIAN PRIMARY HEMP LTD

[www.ausprimaryhemp.com.au](http://www.ausprimaryhemp.com.au)

Level 4, 100 Albert Road, South Melbourne VIC 3205