



australian  
primary hemp

# AUSTRALIAN PRIMARY HEMP SECURES ITS SECOND RETAIL DISTRIBUTION AGREEMENT WITH COLES SUPERMARKETS

20th April 2021

## ASX Release

### Highlights

- Australian Primary Hemp secures its largest retail distribution agreement to date, with Coles to range five additional “Mt. Elephant” products
- APH expects this agreement to generate sales revenue of approximately \$3.0 million per annum from July 2021
- This marks the Company’s second agreement with Coles, reflecting strong consumer demand for the Mt. Elephant range
- Under the agreement, the five new inclusions to the Mt. Elephant product range will be available in Coles stores from July 2021

**Melbourne, Australia; 20 April 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 a confirmed retail distribution agreement with Coles Group Limited (“**Coles**”) to carry five additional products from APH’s “Mt. Elephant” range in stores across Australia from July 2021.

This second distribution agreement (“**Agreement**”) with Coles follows the Company’s recent agreement for Coles to range the Mt. Elephant Mylk products (see ASX announcement dated 3 March 2021) and continues the Company’s commercialisation and distribution strategy with this brand and product range.

APH expects that the agreement with Coles will generate sales revenue of approximately \$3.0 million per annum from July 2021 and is the Company’s largest distribution agreement to date.

Under the terms of the Agreement, Coles will carry Mt. Elephant *Almond and Buckwheat Pancakes* in two flavours, *Vanilla* and *Chocolate*, and *Superfood Protein Balls* in *Chocolate*, *Choc Cherry* and *Hazelnut*.

All the products in the Mt. Elephant range contain variations of hemp seeds, flour or protein derived from 100% Australian-grown hemp – a nutritionally dense source of Omega-3 and -6, Magnesium and Gamma Linoleic acids.

APH’s Managing Director and Chief Executive Officer, Neal Joseph, said: “APH’s Mt. Elephant brand was developed to focus on capturing the demand for high-quality, plant-based ‘superfood’ products – with Australian-farmed hemp used in all our products.

“This latest agreement with Coles represents APH’s largest retail distribution agreement with any retail partner, and we are proud to see Coles recognise the Mt. Elephant product range. We look forward to further potential agreements in the future as we further our Company’s development in becoming a producer, manufacturer, and distributor of premium hemp-based products.”

**ENDS**

**ASX Code: APH**

**AUSTRALIAN PRIMARY HEMP LTD**



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## 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:

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