



ASX Announcement

23 July 2019

Elixinol continues to build Leadership team

Highlights

- Appointment of Gabriel Ettenson as Global Chief Technology Officer and Greg Smith as Global Chief Information Officer
- Appointment of Leif Harrison as CEO Americas and Ali Atcha as CEO Europe & UK

Leadership Update

Elixinol Global Limited (Elixinol Global or the Company) (ASX:EXL; OTCQX:ELLXF) today announces further changes to its senior executive team structure to broaden leadership roles and responsibilities as the Company continues to prepare to execute on its future growth plans (consistent with the leadership update provided to ASX on 16 July 2019). The changes take effect immediately and are designed to enhance the strategic focus of the Company by establishing a global executive office as well as regional executives.

The Company is pleased to announce the following appointments who will report directly to Elixinol Global CEO, Stratos Karousos:

- Mr Gabriel Ettenson, currently President – Elixinol US, will become Global Chief Technology Officer;
- Mr Greg Smith, currently Global IT Director – Elixinol US, will become Global Chief Information Officer;
- Mr Leif Harrison, currently Director of Business Development – Elixinol US, will become CEO Americas; and
- Mr Ali Atcha, currently Director of Sales and Marketing – Elixinol Europe, will become CEO Europe & UK.

On the announced appointments to the Global Executive, Elixinol Global CEO, Mr Stratos Karousos said: “These changes recognise the skills, capabilities and track record of key executives to deliver value to the Company and our shareholders. This is an important evolution for Elixinol Global to ensure the Company is well positioned around executive capability today and in the future.”

“Gabriel has spent over 20 years focusing on using technology to promote health and healing. I look forward Gabriel being able to build our brands by leveraging the use of technologies from across the globe to ensure that Elixinol Global creates leading cannabis products in all regions through its innovative production capabilities and quality controls. Greg has spent over 30 years focusing on information technology and will build out functional boundaries for the Company globally that will drive excellence and efficiencies through the use of data and other information.”



On the Regional Executive appointments, Mr Karousos said: “Leif and Ali are deserving of their appointments to regional leadership roles in the Americas and Europe & UK. These appointments have been made to ensure we have the right regional leadership structures in place to optimally position the Company to capitalise on the expected growth of hemp derived CBD products in these important regions.”

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Background

As a co-founder of Elixinol US, Mr Gabriel Ettenson has been involved with Elixinol US since 2014, playing a pivotal role in the continued growth of Elixinol US. Mr Ettenson remains an active member of a number of hemp industry bodies including the Hemp Roundtable Group in the US, Hemp Industry Association and the European Industrial Hemp Association. Mr Ettenson will continue to be based in Westminster, Colorado.

Mr Greg Smith joined Elixinol US in March 2018 to oversee all aspects of the Company’s information technology. Previously he was owner of GLS Consulting for over 10 years, providing IT consulting services and solutions for a number of Fortune 500 businesses. Mr Smith was also previously in leadership roles from SVP to CIO at Jackson National Life and Jackson’s Broker Dealer group. Mr Smith will continue to be based in Westminster, Colorado.

Mr Leif Harrison joined Elixinol US as Director, Business Development in October 2018, overseeing business development in the US. Mr Harrison has over 20 years of experience in corporate finance, M&A, business development and sales. He also served the US for over 10 years as a Naval Intelligence Officer. Mr Harrison will continue to be based in Westminster, Colorado.

Mr Ali Atcha joined Elixinol Europe in January 2019 as Director of Sales and Marketing, driving sales in Europe with a focus on growing the Company’s brand and sales channels across a full spectrum of verticals, especially in the Health and Wellness industry. Previously he was in global business development and senior sales management roles. Mr Atcha will continue to be based in Malaga, Spain.



About Elixinol Global

Elixinol Global Limited (ASX:EXL; OTCQX:ELLXF) is a global leader in the cannabis industry, selling hemp-derived CBD dietary supplements, hemp food and wellness products, as well as the cultivation and manufacture of medicinal cannabis products.

Elixinol Global's businesses include:

- Elixinol LLC (Elixinol), a manufacturer and global distributor of industrial hemp based dietary supplement and skincare products, with operations based out of Colorado, USA;
- Hemp Foods Australia Pty Ltd (Hemp Foods Australia), a leading hemp food wholesaler, retailer, manufacturer and exporter of bulk and branded raw materials, and finished products; and
- Nunyara Pharma Pty Ltd (Nunyara), founded in 2014 to participate in the emerging Australian medicinal cannabis market. Nunyara holds a manufacturing licence and its application for cultivation to the Office of Drug Control is currently pending approval.

See more at www.elixinolglobal.com