



ASX Announcement 21 April 2020

Elixinol Global appoints new CEO and strengthens Board with global industry and finance expertise

Highlights

- **Oliver Horn**, former CEO Swisse Wellness, and currently independent Non-Executive Director of Elixinol, replaces Stratos Karousos as Elixinol Group CEO
- **Helen Wiseman**, a non-executive director, audit committee specialist for listed (JSE, ASX) companies joins the Board as independent Non-Executive Director
- **Stratos Karousos** resigns from his position of CEO Elixinol Global, and as member of the Elixinol Board.

Oliver Horn becomes CEO

Elixinol Global Limited (**Elixinol Global** or the **Company**) (ASX:EXL; OTC:ELLXF) announces that Oliver Horn, former CEO of Swisse Wellness, has been appointed as Group CEO, effective immediately.

Mr Oliver Horn's extensive global industry experience, leadership credentials and passion for wellbeing make him the obvious choice to lead Elixinol Global. His deep understanding of global route-to-market set ups, consumer brand building, and product innovation in the wellness industry will help guide the Company forward.

Mr Oliver Horn will replace Stratos Karousos, effective immediately. Mr Stratos Karousos has led the Company to become a more streamlined, efficient and focused business. His legal and M&A experience has been instrumental in bringing the Company to its current position and creating solid foundations for growth.

Helen Wiseman joins the Board

The Company is also pleased to announce the appointment of Helen Wiseman to the Elixinol Global Board. Mrs Wiseman is a non-executive director and audit committee specialist with extensive international experience in food, pharmaceutical, natural healthcare, professional services, energy and natural resources and manufacturing industries. As a former partner of KPMG and previously named as one of the 2014 Australian Financial Review and Westpac 100 Women of Influence, she brings diversity and seasoned governance skills to the board.



Chairman of the Board, Mr Paul Benhaim, said the changes will set up Elixinol Global to become a leader in the global CBD and hemp industry:

“These changes put Elixinol Global in a great position to lead within the global CBD and hemp industry. We are very proud to have attracted such exceptional talent to our Board and secured an exceptional leader for the CEO position. Since Oliver joined the board earlier this month, it became apparent that he could create immense value in a leadership position. He is a natural people leader, has great commercial acumen, and brings well needed global experience to the role.

The addition of Helen as Non-Executive Director, will add outstanding governance leadership expertise and importantly a diverse thinking style to the Board.

We are now looking forward to driving the company towards our goals and will keep the market updated on progress”.

Newly appointed CEO Oliver Horn said:

“It is a privilege to have the opportunity to lead Elixinol’s very capable global team and build on 20+ years of experience in the global hemp industry. I chose to join Elixinol Global because it has an outstanding reputation for quality, transparency and efficacy. We are in the enviable position of being in a long-term global growth category, with a good brand, and strong market reach.

I would like to thank Stratos for handing over a business with solid fundamentals and team capability. My immediate focus is to build strong relationships with our global teams and partners, review operations end to end, and ensure we respond to the current market environment.

My vision is to build a branded global consumer products business, built on a very positive culture which does good for people and the planet. I will be driving an agile and transparent business, that is at the forefront of innovation.”

This document was authorised to be given to the ASX by the Board of the Company.

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About Elixinol Global

Elixinol Global Limited (ASX:EXL; OTC:ELLXF) is a global leader in the hemp derived CBD industry, innovating, manufacturing and selling hemp derived CBD products. The Company’s simplified business model is focusing on:



- In the Americas, innovating, manufacturing and selling high quality Elixinol branded hemp derived CBD products based in Colorado, USA
- In Europe & UK, educating and selling high quality Elixinol branded and co-branded hemp derived CBD products based in Amsterdam, The Netherlands
- In Australia, providing stronger unified planning and support across the group to enable the various regional offices to focus on operational strategy and execution through its Global Executive Office based in Sydney, Australia
- Across the Rest of World, expanding distribution of Elixinol branded hemp derived CBD products through reputable distributors as key markets open.

See more at www.elixinolglobal.com