



**ASX Announcement: 30 March 2020**

## ELIXINOL ANNOUNCES GLOBAL REBRAND AND NEW PRODUCTS

# elixinol

**Elixinol Global Limited** (ASX:EXL; OTC:ELLXF) (**Elixinol** or the **Company**) is a global leader in the hemp derived CBD industry, innovating, manufacturing and selling hemp derived CBD products.

Elixinol is pleased to announce the Company's global rebrand and product refresh of new innovative health and wellness products designed to build on its existing consumer trust and knowledge about hemp derived CBD. The rebrand and product refresh is part of the Company's refined strategy of focusing on high margin Elixinol branded products.

Elixinol is redefining how consumers can confidently look for high quality hemp derived CBD products to help address their health and wellness needs. Elixinol is launching eight new high-quality SKUs which will be sold via its e-commerce platform at [www.elixinol.com](http://www.elixinol.com) and at over 2,600 natural, specialty & conventional supermarkets and pharmacies across the US.

Elixinol Global CEO Stratos Karousos said: "Having a strong, identifiable brand is a critical enabler for Elixinol's growth strategy. We are continuing to demonstrate our role as leaders in this industry by simplifying our message to consumers through a new refreshed look and with products that are easy to understand. With more than 25 years of experience in hemp, Elixinol knows the intricacies and the power of CBD. We are using that knowledge and combining CBD with vitamins and minerals that target different areas of health and wellness."



Elixinol's rebrand is a rededication to the consumer-oriented principles and research-backed approach the brand has always pursued. Made with full or broad-spectrum hemp extract at the core, Elixinol formulations are traceable and transparent so consumers know exactly what they receive with each product.



Elixinol's products undergo rigorous third-party independent laboratory testing to ensure the absence of microbiological contamination, heavy metals and pesticides as well as the presence of Elixinol's unique terpene profile. Every Elixinol product is crafted with whole plant extract at the base, ensuring each Elixinol product delivers an effective amount of CBD and a wide range of complementary cannabinoids.

In this fast evolving COVID-19 pandemic environment, Elixinol remains positive about the market opportunity for hemp derived CBD and the Company's ability to leverage its brand reputation to drive revenue growth and CBD market share. More information can be accessed via the Company's Annual Report released earlier today.

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](http://www.elixinolglobal.com)