



## ASX Announcement

6 April 2020

### Elixinol Global strengthens and refreshes Board with operations and commercial capability

#### Highlights

- **Oliver Horn**, former CEO Swisse Wellness, appointed as Non-Executive Director
- Founder and Non-Executive Director **Paul Benhaim** becomes Chairman of the Board
- Chairman and Non-Executive Director **Andrew Duff** resigns from the Board
- Non-Executive Director **Greg Ellery** resigns from the Board.

#### Elixinol's New Board

Elixinol Global Limited (**Elixinol Global** or the **Company**) (**ASX:EXL; OTC:ELLXF**) today announces changes to its Board to prepare the Company for its next phase of growth and global expansion.

The Company is pleased to announce the appointment of Oliver Horn as non-Executive Board Director, effective immediately.

Until recently Mr Oliver Horn headed Australia's leading vitamins and supplements business Swisse Wellness as CEO ANZ & North America. Through his time at Swisse Wellness he operated across all global markets Elixinol Global currently has a presence in and brings deep commercial, marketing and category experience with him. Mr Horn is a seasoned sales & marketing leader having started his CPG career with L'Oreal in the U.K. before moving to Treasury Wine Estates where he held numerous global leadership positions. Mr Horn also brings with him a solid grounding in corporate finance having started his career at Deutsche Bank in Germany.

The Company further announces that Elixinol founder Paul Benhaim will take a more active role and has been appointed as Chairman of the Board.

Andrew Duff has resigned from his role as Chairman of the Board and Non-Executive Director Greg Ellery has also resigned from the position of Non-Executive Board Director.

New Chairman of the Board, Mr Paul Benhaim, said: *"This is an exciting time for Elixinol Global despite the challenging global environment to which we all need to adapt to. We are rapidly broadening our customer reach and extending our Elixinol brand portfolio signaling a new phase of growth for our now more focused business. These board changes support our future focus by adding crucial new capability. We are delighted to have Mr Oliver Horn join the Board as Non-Executive Director. Mr. Horn has a track record*



*for leading global businesses in related categories, brings strong commercial experience and has a track record for building strong premium consumer brands.*

*Following our recent new brand launch of our essential manufacturing and distribution business in the USA and Europe & UK, these appointments are a natural next step in the Company's renewal and reset process and have only been made possible by the very strong foundations the previous board and management have put in place. We are grateful to our former chairman Andrew Duff and Non-Executive Director Greg Ellery for their leadership contributions. Together with our CEO Stratos and Elixinol's management, they've created a more focused, streamlined and consumer-oriented business with sound operational fundamentals.*

*I am now looking forward to again playing a more active role in the Company that I founded and working together with Stratos and our new Non-Executive Board member Mr Oliver Horn in realising our vision of becoming a world leading CBD company."*

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

For more information please contact:

Ron Dufficy

Chief Financial Officer

[ron.dufficy@elixinolglobal.com](mailto:ron.dufficy@elixinolglobal.com)

### **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 Companies simplified business model is focusing on:

- In the Americas, innovating, manufacturing and selling Elixinol branded hemp derived CBD products based in Colorado, USA
- In Europe & UK, educating and selling 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
- Globally, 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)