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# Investor update

December 2019

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# WELCOME

Bod is a cannabis centric healthcare company.

With a global focus and a mission to innovate and transform the way we live and enjoy life.

Delivering premium, proven and trusted products for both the consumer markets and medical markets.

Leading the way in research and development, through collaborations with research partners on clinical trial programs.

Committed to supporting the healthcare professional on Cannabinoid applications with education, research and knowledge.

# THREE DEFINED OPERATING UNITS

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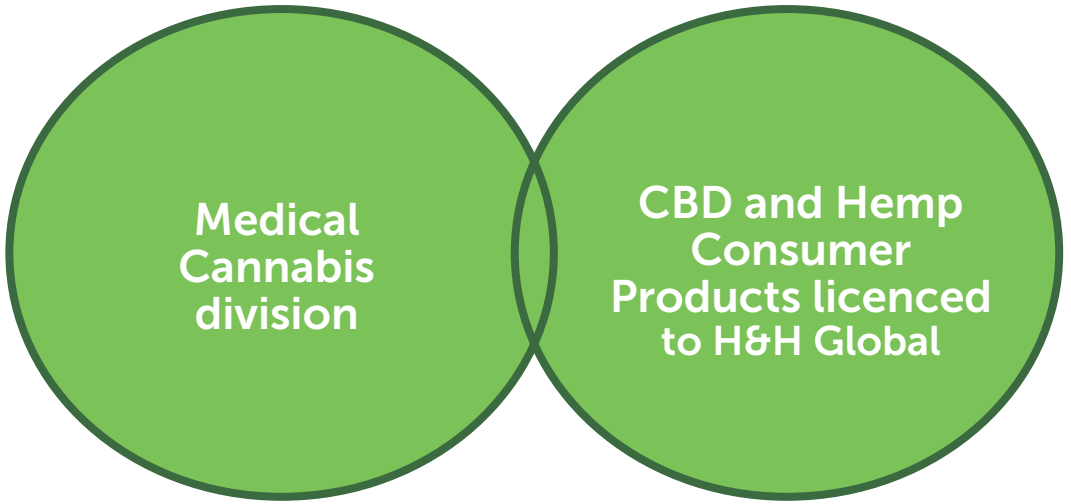


- Patient prescriptions
- Collaborating with research and medical institutions into cannabinoid applications
- Supporting clinical trials to underpin a growing commercial product suite for prescription.

- Innovation and R&D associated with Cannabidiol (CBD) and hemp consumer products exclusively licensed to H&H group globally.
- Bod retains all IP developed.

## Consumer plant based herbals

- Bod's existing consumer facing products utilizing plant based extracts
- Distributed through pharmacy wholesalers, online and independents.

# RECENT ACHIEVEMENTS



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**Strategic agreement and investment**
$5.5m received from NewH2 for 17.64% of Bod's issued capital and $1.5m payment for H&H Group to hold exclusive licence to commercialise CBD and hemp products

**Burleigh Heads Cannabis distribution agreement**
- underpins medicinal cannabis uptake and sales throughout Australia and New Zealand

**Phase I Clinical trial**
- Demonstrates CBD extract safety and tolerability in wafer and oil form

**Supply agreement**
- Bod to supply medicinal cannabis for landmark Post Traumatic Stress Disorder (PTSD) trial undertaken by Cannabis Access Clinics

**UK medicinal cannabis market entry**
- agreement with leading specials and MHRA licensed medicines manufacturer PCCA Ltd - network of 4,000 hospitals, clinics, physicians and medical specialists

**Strengthened Board**
- Akash Bedi, Senior Director of Strategy & Corporate Affairs at H&H Group, Patrice Malard, CTO of H&H Group and Mark Masterson appointed to Board

# NEWH² INVESTMENT AND STRATEGIC AGREEMENT

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Innovation arm of Health & Happiness Group Ltd (H&H Group/HKSE:112), NewH2 acquired 17.64% of Bod Australia through a $5.5m investment at $0.37 per share

First sales commencing 2019 CYQ4 - Bod to receive royalties on net product sales and a cost plus margin on supply of CBD extract and formulas.

Initial focus markets include UK, USA, France, Italy and the Netherlands

Agreement included $1.5m upfront payment for the exclusive global licence to commercialise Bod's CBD and hemp products

H&H Group is a global leader in premium quality adult and baby nutrition products, including Swisse Vitamins and Biostime

Bod will support H&H Group from an innovation and product development standpoint - products to include nutraceuticals, skincare and lifestyle products

Partnership to leverage Bod's proven CBD extract and H&H Group's global footprint and market knowledge.

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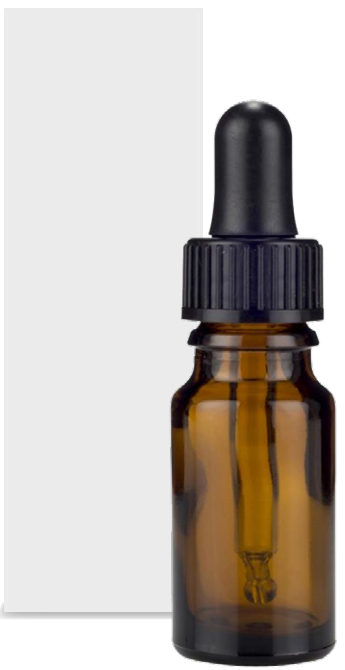
# BROAD PRODUCT SUITE - CBD AND HEMP DIVISION: IN CONJUNCTION WITH H&H



Launching via e commerce platform followed by retail, pharmacy and healthfood stores

## CBD SOFT GEL CAPS

## CBD TINCTURES



## HEMP SEED OIL SOFT GEL CAPS

## SKINCARE AND TOPICALS

# GROWING GLOBAL DISTRIBUTION FOOTPRINT AND NEAR TERM MARKET ENTRIES

Leveraging new relationships to access new opportunities

Near term market entries include:

- UK
- US
- Netherlands
- Italy
- France

PCCA

H&H Group inspiring wellness

H&H Group inspiring wellness

H&H Group inspiring wellness

BHC BURLEIGH HEADS CANNABIS

cannabis access clinics

priceline pharmacy

api

symbion

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# MEDICINAL CANNABIS DIVISION: PRODUCT SUITE

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MediCabilis™ in both oil and wafer form. Phase 1 trial which demonstrates safety and tolerability of the product.

**Low THC, high CBD extract. EU GMP Compliant etc.**

Currently available via Special Access Scheme (SAS-B) in domestic market with opportunities now expanding in UK market through our recent distribution agreement with PCCA and Project 21 Medicinal Cannabis Research Project.

## MEDICABILIS OIL

## MEDICABILIS WAFERS

# PHASE I CLINICAL TRIAL OUTLINES PRODUCT, SAFETY AND STABILITY

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- Trial completed successfully
- Final report awaiting metabolite results
- Publication planned for International Journal of Pharmacology
- Summary of results:
  - Considerably sound safety profile
  - Good tolerability
  - No serious adverse events
  - Reaches bloodstream in 15 min - wafer and 30 min - oil
  - Exposure increases in a dose related manner
  - Wafer and oil similar bioavailability
  - THC below therapeutic range.

# GROWTH IN MEDICINAL CANNABIS PRESCRIPTIONS

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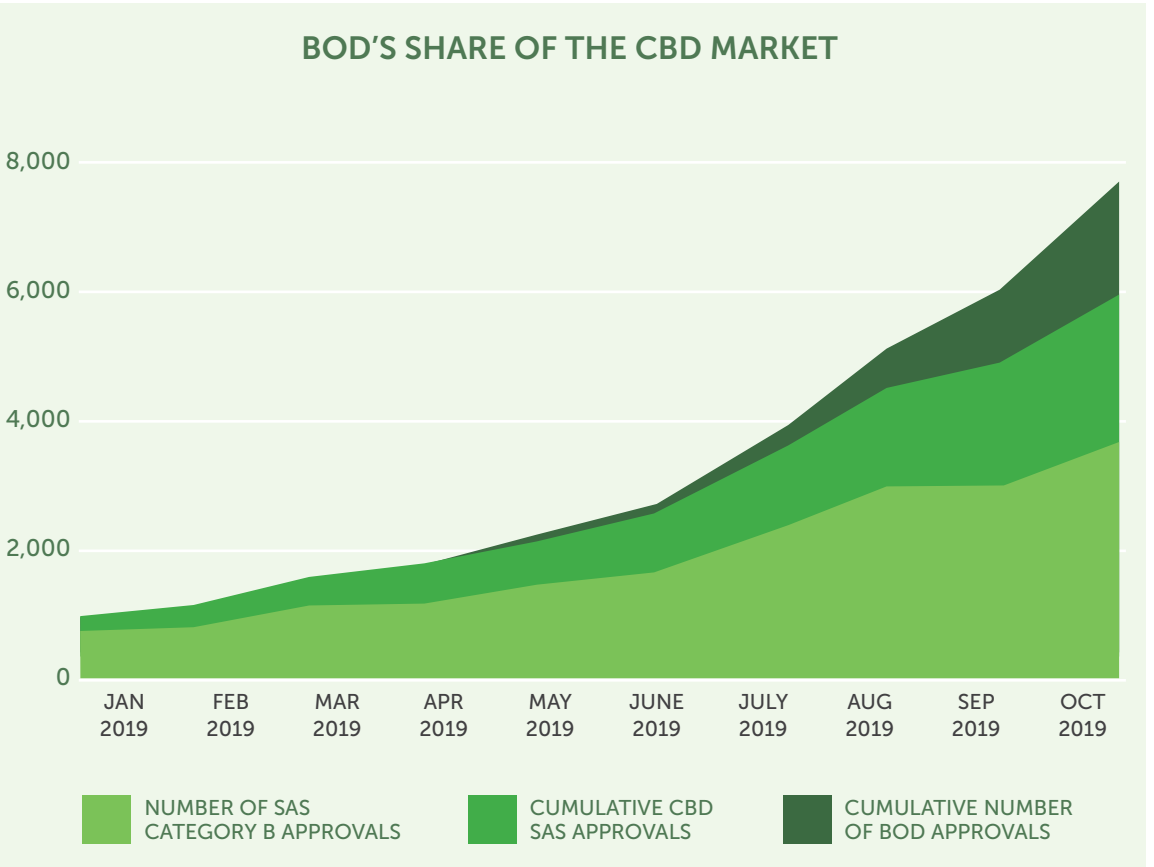
Delivering solid growth in prescription numbers over current calendar year with 1,713 prescriptions currently dispensed in 2019 ending October 2019

MediCabilis now being used to treat approx. 17 different conditions which highlights product versatility

New market opportunities in UK, Germany and New Zealand.

Up to 31 October 2019, the TGA has approved over 20,300 SAS Category B applications for unapproved medicinal cannabis products.




* Source: https://www.tga.gov.au/access-medicinal-cannabis-products-1
Fresh Leaf Analytics- Q3 2019
Australian Medicinal Cannabis Market
Patient, Product and Pricing Analysis

# GERMAN EXPORT MARKET

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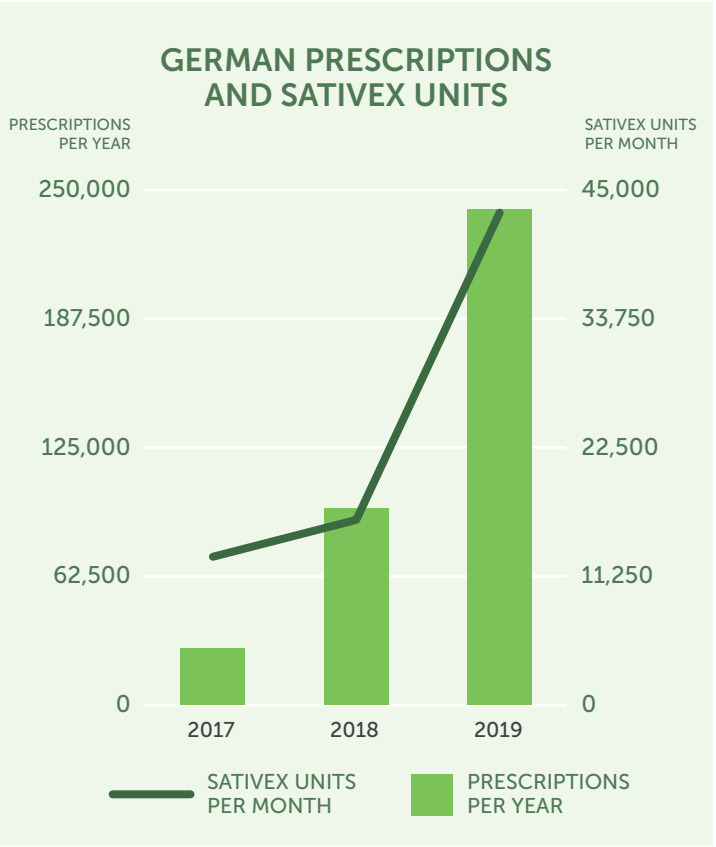


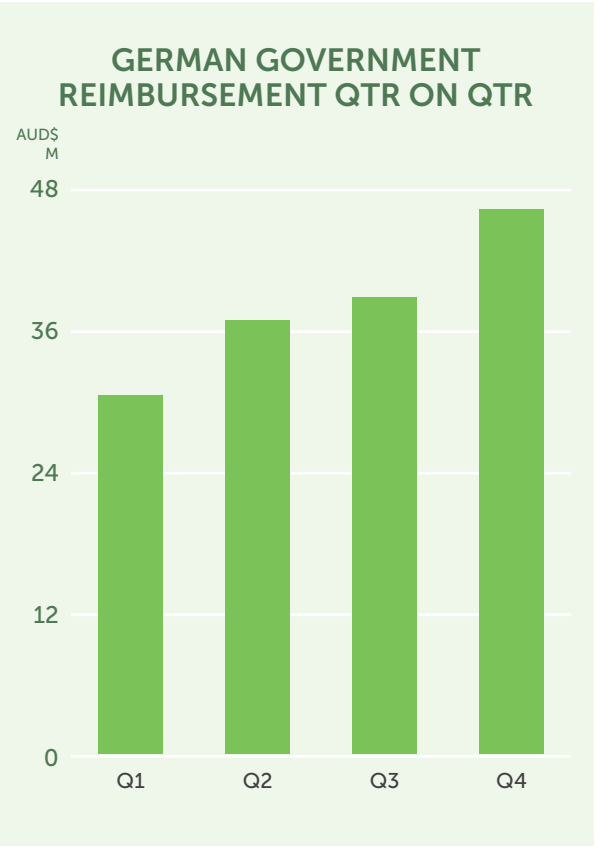


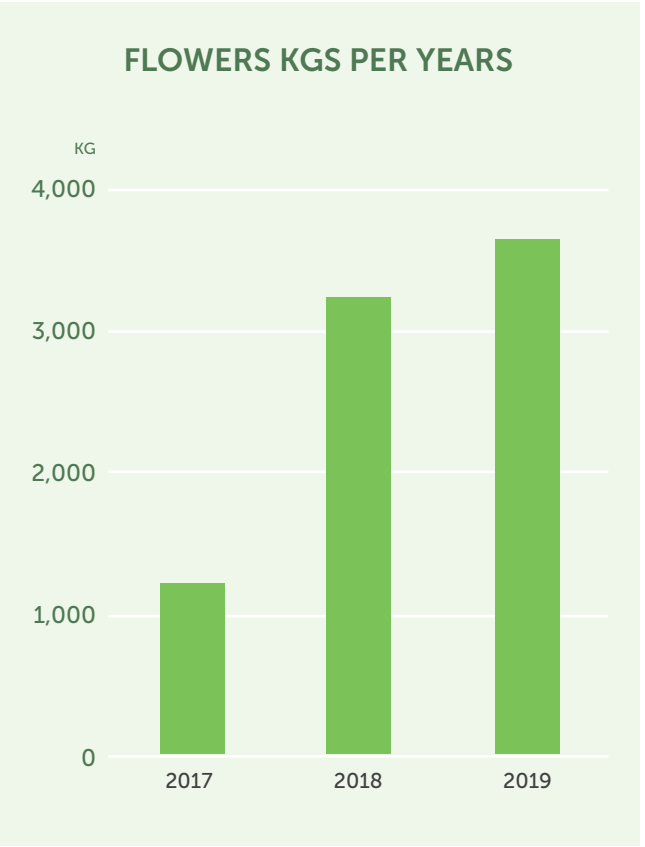


The Germany Cannabis Report - October 2019
Prohibtion Partners

# PROJECT TWENTY21 – DRUG SCIENCE – UK MARKET ENTRY

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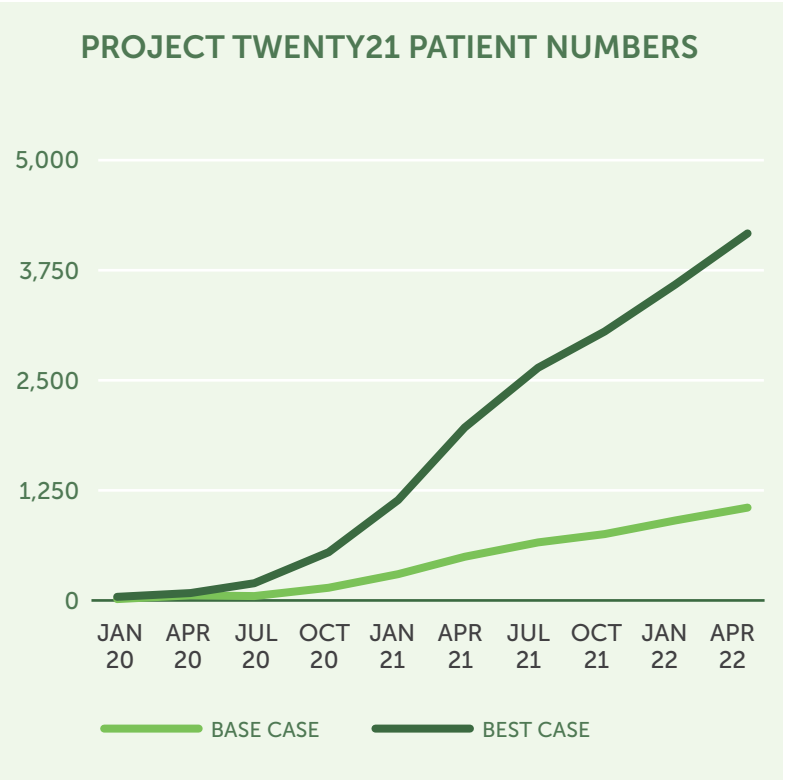
- Confirmed participation in Project TWENTY21 launched Thursday 7th November 2019
- Headed by UK company Drug Science – experts in cannabis
- Build brand awareness and education on our product amongst doctor community
- Largest study to be undertaken into Medicinal Cannabis in Europe with a target of 20,000 patients over the duration of the study
- Market entry strategy which will also be supported by widespread PR initiative
- Summary of the Study
  - 3-year study
  - Bod is one of the 5 companies participating in the trial
  - Minimum of 1,000 paying patients to be prescribed MediCabilis.



# NEAR TERM GROWTH DRIVERS



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**CBD AND HEMP DIVISION**

**Commercialisation of our range of cannabis and hemp products** in collaboration with H&H Group for nutraceuticals, skincare and lifestyle products

**First sales** to commence CYQ4 internationally - Bod to earn royalty on net sales and costs plus margin on supply

**MEDICINAL CANNABIS DIVISION**

**Growth** in medicinal cannabis prescriptions

**First UK prescriptions** expected in the coming months

**Progress research partnerships** into indication lead trials



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# WHY INVEST IN BOD

- Working with unique and exclusive extracts which are central to our brand strategy
- EU GMP whole plant extracts, offering a consistent phytochemical profile
- Building IP with unique API's and novel delivery methods
- Strong cash position
- Revenue generating with further near term growth opportunities strengthening this position in all business units
- First class research partners both in medical institutions and research centres.

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# APPENDIX 1: EXPERIENCED BOARD & MANAGEMENT



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**Jo Patterson**
CEO

A strategic marketer and business executive with over 20 years' experience in Australia and overseas. Jo has developed numerous businesses from start-up as well as driving established organisations towards growth and merger trajectories.

**Mark Masterson**
Non Executive Chairman

Mark boasts two decades of experience in the pharmaceutical and healthcare sectors. He began his career with Johnson & Johnson before joining global healthcare giant, Abbott Laboratories where he held multiple senior positions. He also held the role of CEO with Australia's largest private diagnostic imaging network, I-MED. Following the acquisition of I-MED, he was appointed Chairman of Medicines Australia.

**George Livery**
Non-Executive Director

George has ~30 years' experience domestically and internationally. His experience is most notably culminated with Swisse Wellness Group, where he was instrumental in negotiating the $1.67B transaction with Biostime (H&H Group) and leading the corporate integration and strategy of the companies post transaction.

**Stephen Thompson**
Alternative Director

Stephen is a senior business leader with a track record of scaling growth businesses and driving transformation across ASX-listed companies. He has ~20 years' experience in senior management at blue chip ASX-listed companies and is currently Chief Adviser to Australian billionaire, Mr Brett Blundy at BBRC Worldwide.

**Simon O'Loughlin**
Non-Executive Director

Simon is the founder of Australian based commercial law firm, O'Loughlins. He has unparalleled experience in commercial and corporate law and also holds accounting qualifications.
Simon has extensive experience with ASX-listed companies and was the former Chairman of the Taxation Institute of Australia (SA Division).

**Akash Bedi**
Non-Executive Director

Akash is Group Senior Director of Strategy and Corporate Affairs at H&H Group. He is based in Hong Kong and is responsible for leading H&H Group's strategy and business development including M&A and strategic investments for NewH2. He has extensive experience in investing in global start-ups and high growth companies.

**Patrice Malard**
Non-Executive Director

Patrice is Chief Technology Officer of H&H Group, General Manager of the H&H Technical Centre and Chairman of H&H Group's BINC foundation. He holds a PhD in microbial genetics and cell biology from the University of Lille in France. He has had a storied career spanning nearly four decades, having held multiple senior roles with international agriculture and food focused companies.

Top tier experience with leading brands:

# APPENDIX 2: CORPORATE SNAPSHOT



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**Share on issue**
91.4m

**Market cap**
~$26.5m
(at $0.29 per share)

**Cash**
~$9.7m

**Debt**
Nil

**52 week high/low**
$0.225 / $0.72

## Substantial shareholders

| | |
|---|---|
| NewH2 Limited | 16.3% |
| Jo Patterson | 6.3% |
| Craig Weller | 6.3% |
| Tribeca Investment Partners | 6.1% |
| SG Hiscock | 5.3% |

## Board & Management at a glance

| | |
|---|---|
| Mark Masterson | Non-Executive Chairman |
| Jo Patterson | Chief Executive Officer |
| Craig Weller | Chief Operating Officer |
| George Livery | Non-Executive Director |
| Akash Bedi | Non-Executive Director |
| Patrice Malard | Non-Executive Director |
| Simon O'Loughlin | Non-Executive Director |
| Stephen Thompson | Alternate Director |

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# Thank you

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