

4 September 2023

ImpACTIVE secures landmark sponsorship deal amidst promising global regulatory shifts

Highlights:

- **Wholly owned subsidiary, Creso impACTIVE Ltd. has signed a partnership agreement with highly reputed NCAA Division 1 sports program TCU Horned Frogs representing Texas Christian University out of Fort Worth, TX**
- **The school features a nationally ranked football and basketball program, playing out of the Big 12 Conference**
- **The school's athletic department has over 200,000 social media followers and has a very large, loyal fanbase throughout Texas and other parts of the US**
- **The agreement allows ImpACTIVE to use the TCU Name, Image, and Likeness in marketing collateral, lending further credibility to the brand ImpACTIVE is establishing in the sports world**
- **Partnership is expected to unlock a large new audience, which has the potential to underpin considerable sales growth across North America and other markets while establishing ImpACTIVE as the preferred CBD brand of athletes**
- **United States Department of Health and Human Services (HHS) has recommended to the Drug Enforcement Agency (DEA) that cannabis be reclassified as a schedule III drug under the Controlled Substances Act (CSA)**
 - **Industry analysts describe the move as a "critical step towards enacting a potentially transformative shift in US cannabis policy"**
- **German cabinet also recently approved a plan to liberalise rules on cannabis – underpinning strong global demand and highlighting potential opportunity for ME1**

Melodiol Global Health Limited (ASX:ME1) ('Melodiol' or 'the Company') is pleased to provide the following updates regarding its wholly-owned subsidiary Creso ImpACTIVE Ltd ("ImpACTIVE") and a number of recent global regulatory shifts which demonstrate the ongoing demand for cannabis and ME1's large opportunity.

impACTIVE Sponsorship Deal

ImpACTIVE has entered into an exclusive partnership with the Texas Christian University Horned Frogs, an NCAA Division 1 athletics program located in Fort Worth, Texas.

The partnership allows ImpACTIVE to use the TCU Name, Image, and Likeness in marketing collateral and brand awareness campaigns, and includes several marketing features during TCU sports events such as commercials, banners, and advertisements in person at games, as well as during the radio and television broadcasts.

This partnership unlocks a large college sports fanbase in the United States, where over 8.3 million viewers tune in to the TCU Football and Basketball game broadcasts throughout the season, and over 400,000 attend in person.

ImpACTIVE becomes the first CBD brand to openly partner with a high-profile NCAA program like the nationally ranked TCU Horned Frogs, and ImpACTIVE continues to rapidly scale brand awareness through

significant partnerships such as these. It is expected that these developments will continue to underpin growth across North America, and further establish ImpACTIVE as a key partner for athletes.

Under the terms of the agreement US\$50,000 is payable on 1 December 2023. The agreement lasts one year and is then automatically terminated unless a new agreement is struck. In the event that TCU is required to terminate the contract prematurely, TCU will be required to either provide a pro-rata refund to impACTIVE or impACTIVE will be required to pay for benefits received but not yet paid for.

Global Regulatory Update

Melodiol welcomes the recent progression of cannabis regulations in various jurisdictions around the world. As a global company in the cannabis sector, Melodiol is keenly following these updates and evaluating possible entry points as markets develop.

In the United States the HHS has recommended to the DEA that cannabis be reclassified as a schedule III drug under the CSA. HHS based this recommendation on a Food and Drug Administration (FDA) review of cannabis' classification pursuant to President Biden's executive order in October 2022. In a research note, Ty Collin of VIII Capital called this move a "critical step towards enacting a potentially transformational shift in US cannabis policy with effects that could catalyse a significant re-rating of cannabis stocks", while also representing "a major legitimizing event for the industry that could draw participation from institutions and strategic investors who have hitherto largely been sidelined by its Schedule I status".

Additionally, the German cabinet, on 16 August 2023 approved a plan to liberalise rules on cannabis. As a result, the most populous nation on the European Union plans to decriminalise possession of limited amounts and allow members of "cannabis clubs" to buy the substance for recreational purposes. The legislation is billed as the first step in a two part plan to further open German cannabis markets, and still needs approval by parliament.

Management commentary:

Managing Director for ImpACTIVE, Mr Brett Ayers said: *"Our goal since day one has been to help athletes, and this opportunity to partner with TCU has given us the ability to tap into a massive college sports market with a loyal and connected fanbase. Programs like TCU are seeing value in partnering with us because we have remained vehemently focused on bringing alternative treatments to athletes and their recovery programs.*

"We already have a particularly strong foothold in the state of Texas, so this partnership is expected to underpin further growth, not only in a market that has already been very receptive to our brand, but in the broader United States where college sports is a larger draw than professional sports in a lot of cases. We are extremely excited to work with TCU, and looking forward to seeing how things progress over the season."

CEO and Managing Director, Mr William Lay added: *"To have secured a partnership with TCU highlights the considerable potential for ImpACTIVE and its range of CBD products. We are very confident that TCU will witness the benefits of our solutions first hand, which will lead to effective marketing campaigns to drive sales growth.*

"ImpACTIVE has built a solid suite of brand ambassadors and partnerships, which includes professional hockey players, internationally renowned golfers and now a stalwart NBA player. A number of marketing campaigns have been planned to leverage these personalities and we look forward to rolling them out over the coming months to underpin sales growth.

ME1 also welcomes the recent regulatory updates in the United States and Germany, both highly populous countries which could have a major impact on shaping the global landscape for the sector. The Company

continues to monitor regulatory developments in all jurisdictions and will evaluate potential entry points if and when appropriate.”.

-Ends-

Authority and Contact Details

This announcement has been authorised for release by the Managing Director of Melodiol Global Health Limited.

For further information, please contact:

Investor Enquiries

Melodiol Global Health Limited

E: info@cresopharma.com

P: +61 (0) 497 571 532

About Melodiol

Melodiol Global Health Limited (ASX:ME1) brings the best of cannabis and other plant-based products to better the lives of people and animals. Melodiol strives for the highest quality in its products. It develops cannabis, hemp-derived and other plant based therapeutic, nutraceutical, and lifestyle products with wide consumer reach.

To learn more please visit: <https://melodiolglobalhealth.com/>

Melodiol offices:

Australia: Suite 5 CPC, 145 Stirling Hwy, Nedlands, WA, 6009

Canada: 59 Payzant Drive, Windsor, Nova Scotia, B0N 2T0 and 50 Ivey Ln, Windsor, Nova Scotia, B0N 2T0

Forward Looking statements

This announcement contains forward-looking statements with respect to Melodiol and its respective operations, strategy, investments, financial performance and condition.

These statements generally can be identified by use of forward-looking words such as "may", "will", "expect", "estimate", "anticipate", "intends", "believe" or "continue" or the negative thereof or similar variations. The actual results and performance of Melodiol could differ materially from those expressed or implied by such statements. Such statements are qualified in their entirety by the inherent risks and uncertainties surrounding future expectations. Some important factors that could cause actual results to differ materially from expectations include, among other things, general economic and market factors, competition and government regulation.

The cautionary statements qualify all forward-looking statements attributable to Melodiol and persons acting on its behalf. Unless otherwise stated, all forward-looking statements speak only as of the date of this announcement and Melodiol has no obligation to up-date such statements, except to the extent required by applicable laws.