



15 August 2022

## **Wholly owned Canadian subsidiary impACTIVE appoints renowned brand ambassador to broaden awareness into product launch**

### **Highlights**

- **One of North America's top sports performance coaches, Mr Kolby Tullier appointed as brand ambassador**
- **Mr Tullier has been instrumental in the careers of PGA Tour stars Justin Thomas, Max Homa, and Harold Varner, and LPGA star's Lexi Thompson, Michelle Wie, and the Korda sisters**
- **Most recently, Mr Tullier has been working with world-renowned golfer Mr Tiger Woods in his rehabilitation**
- **He also works with MLB and NFL athletes - including professional footballers Cody Parkey and Demaryius Thomas and baseball players Paul Goldschmidt and Will Harris**
- **Mr Tullier is an active user of ImpACTIVE products and has experienced first hand benefit**
- **ImpACTIVE to leverage Mr Tullier's extensive network, social media presence and relationships across key sporting bodies to drive brand awareness**
- **Product expected to launch in Q3 2022, providing Creso Pharma with another revenue generating channel**

**Creso Pharma Limited (ASX: CPH, OTC: COPHF, FRA: 1X8) ('Creso Pharma' or 'the Company')** is pleased to advise that wholly-owned Canadian subsidiary Creso Pharma ImpACTIVE Inc. ("ImpACTIVE") has appointed decorated multi-sport performance coach Kolby Tullier as a brand ambassador.

The appointment complements recent appointments of three brand ambassadors (refer ASX announcement: 14 July 2022), prior to the planned product launch in Q3 2022.

Mr Tullier is regarded as one of North America's top sports performance coaches. He is an owner, partner and director of sports performance at Joey D Golf Sports Training, a leading coaching facility located in Jupiter, Florida.

Mr Tullier has been instrumental in the careers of PGA Tour superstars Justin Thomas, Max Homa, and Harold Varner, the NFL's Cody Parkey and Demaryius Thomas, the MLB's Paul Goldschmidt and Will Harris, and LPGA star's Lexi Thompson, Michelle Wie, and the Korda sisters. Most recently, he has played a key role in assisting world-renowned golfer Tiger Woods in his rehabilitation attempts.

Mr Tullier currently uses ImpACTIVE's products and has experienced the benefits first hand. He has also promoted the brand through his existing social media channels to broaden awareness.

ImpACTIVE will seek to leverage Mr Tullier's established social media following, globally recognised client base, existing relationships across multiple major sporting leagues to drive promotion ahead of the proposed launch in Q3 2022. Further, ImpACTIVE and Mr Tullier are also exploring potential marketing activations and sales points at the Joey D Golf Sports Training centre in Florida.

The Company is also pleased to advise that social media campaigns and other marketing initiatives with existing brand ambassadors, prominent female professional golfer Ms Kelly Whaley, American professional golfer, Mr Will Wilcox and renowned performance coach, Dr Troy Van Biezen are underway.



**Image:** Kolby Tullier (left) with Tiger Woods (middle) and Justin Thomas (right)

ImpACTIVE has entered into a Brand Ambassador and Strategic Adviser Agreement with Mr Tullier (“Agreement”) for an initial term of 12 months and consideration composed of a total cash fee of US\$40,000 and the issuance of securities in the Company to Mr Tullier (or his nominee), being 100,000 shares under the Company’s Listing Rule 7.1 capacity and subject to ASX and shareholder approval:

- 500,000 performance rights, subject to vesting upon the achievement of at least \$5 million in audited gross sales revenue in ImpACTIVE based on the US GAAP definition of gross sales on or before 12 August 2025;
- 500,000 performance rights, subject to vesting upon the achievement of at least \$10 million in audited gross sales revenue in ImpACTIVE based on the US GAAP definition of gross sales, on or before 12 August 2026; and



- 1,000,000 performance rights, subject to vesting upon the achievement of at least \$20 million in audited gross sales revenue in ImpACTIVE based on the US GAAP definition of gross sales on or before 12 August 2027.

**Commentary:**

**CEO and Managing Director Mr William Lay said:** *“Attracting Kolby is a significant milestone for ImpACTIVE. It is incredibly important to reiterate that he is already an active user of the group’s products and has experienced their potential for himself. This provides considerable validation, given he is regarded as one of the top sports performance coaches in North America.*

*“Kolby’s appointment will provide ImpACTIVE with much broader exposure in the golfing industry, as well as other leagues. He has an extensive network of professionals across multiple professional sporting organisations and we expect that his ambassadorship will assist the Company in becoming the leading CBD-based sports injury solution.”*

**-Ends-**

**Authority and Contact Details**

This announcement has been authorised for release by the Disclosure Committee of Creso Pharma Limited.

For further information, please contact:

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**About Creso Pharma**

Creso Pharma Limited (ASX:CPH) brings the best of cannabis to better the lives of people and animals. It brings pharmaceutical expertise and methodological rigor to the cannabis world and strives for the highest quality in its products. It develops cannabis and hemp derived therapeutic, nutraceutical, and life style products with wide patient and consumer reach for human and animal health.

Creso Pharma uses GMP (Good Manufacturing Practice) development and manufacturing standards for its products as a reference of quality excellence with initial product registrations in Switzerland. It has worldwide rights for a number of unique and proprietary innovative delivery technologies which enhance the bioavailability and absorption of cannabinoids. To learn more please visit: [www.cresopharma.com](http://www.cresopharma.com)

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**Forward Looking statements**

This announcement contains forward-looking statements with respect to Creso 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 Creso 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 Creso and persons acting on its behalf. Unless otherwise stated, all forward-looking statements speak only as of the date of this announcement and Creso has no obligation to up-date such statements, except to the extent required by applicable laws.