



9 November 2022

Wholly-owned U.S. subsidiary, Sierra Sage Herbs LLC. (“SSH”) expands into Canada

Highlights:

- SSH launches Green Goo product range through dedicated ecommerce channels in Canada
- Sierra Sage Herbs’ Green Goo range includes natural beauty, personal care and first aid products – total of 11 stock keeping units now being sold online in Canada
- Follows an extensive product review and registration process with Health Canada
- Application and registrations for SSH’s other product ranges have also commenced
- Products to be launched through Amazon Canada in coming weeks to increase additional exposure and sales growth
- Creso Pharma is in advanced discussions with large traditional retail groups to stock the Green Goo product range across the country
- Broadened geographical footprint highlights Creso Pharma’s commitment to position SSH as the leader in the North American OTC health product market
- North American OTC health product market was valued at US\$62.88Bn in 2021 and is expected to growth at a CAGR of 6.04% to 2030ⁱ

Creso Pharma Limited (ASX:CPH, FRA:1X8) (‘Creso Pharma’ or ‘the Company’) is pleased to advise that wholly-owned, U.S. subsidiary Sierra Sage Herbs LLC. (“Sierra Sage Herbs” or “SSH”) has broadened its international footprint following the launch of Green Goo products across Canada.

The Company’s Green Goo range includes beauty, personal care and first aid products, and has been launched through a dedicated Canadian ecommerce website (www.greengoo.ca).

The website is already generating pleasing sales volumes, highlighting product appeal and demand for Green Goo across Canada. SSH is also preparing to launch the range through Amazon Canada during the current quarter, as well as participating in advanced discussions with large traditional retail groups which has the potential to underpin additional revenue growth.

The expansion into Canada follows considerable work undertaken alongside the country’s regulatory body, Health Canada.

Underpinning additional expansion efforts, Sierra Sage Herbs has also commenced an application with Health Canada to register its Southern Butter and Good Goo ranges for sale in the country.

The development highlights the Company’s ongoing commitment to broadening its geographical presence and positioning Sierra Sage Herbs as a leader in the rapidly growing North American over the counter health products market, which had a value of US\$62.8Bn in 2021ⁱ.

Commentary:

CEO and Managing Director, Mr William Lay said: *“The introduction of the Green Goo range in Canada is a logical progression for Sierra Sage Herbs. The initial product launch is already yielding units experiencing pleasing revenue, with multiple stock keeping considerable demand.*



"We anticipate that the pending launch on Amazon may underpin additional sales growth, while management continues to pursue ranging agreements with major retail groups across the country. The Company looks forward to providing additional updates on sales growth and the introduction on its other ranges into the Canadian market."

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Authority and Contact Details

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

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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

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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



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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.

¹ <https://www.grandviewresearch.com/industry-analysis/north-america-otc-health-products-market-report#:~:text=The%20North%20America%20OTC%20health,6.04%20%25%20from%202022%20to%202030.>