



14 July 2022

Creso Pharma's wholly-owned Canadian subsidiary, Creso Pharma ImpACTIVE Inc. ("ImpACTIVE") appoints three new brand ambassadors

Highlights:

- **Prominent female professional golfer Kelly Whaley, men's professional golfer Will Wilcox and leading performance coach Dr Troy Van Biezen now ambassadors and spokespeople for ImpACTIVE**
- **Ms Whaley is a breakout golf star that turned professional in 2019 and is currently taking part in the Ladies European Tour**
- **Mr Wilcox is an American professional golfer and member of the PGA Tour that has previously battled with painkiller usage and addiction after injury**
- **Dr Troy Van Biezen is a well known performance coach that has spent over 20 years on the PGA Tour while undertaking chiropractic roles for NHL teams**
- **Each new ambassador has an established social media following that the Company will leverage to drive product awareness and potential sales**
- **Under the respective agreements, each new brand ambassador will help ImpACTIVE's marketing team create unique, branded content and participate in promotional campaigns that target athletes as the ImpACTIVE product launch moves forward over the coming weeks – providing Creso Pharma with another potential revenue stream**

Creso Pharma Limited (ASX:CPH, OTC:COPHF, FRA:1X8) ('Creso Pharma' or 'the Company') is pleased to advise that wholly-owned, Canadian life sciences subsidiary, Creso ImpACTIVE Inc. ("ImpACTIVE") has appointed three new brand ambassadors to drive brand awareness and product uptake, ahead of its expected launch in the coming weeks.

The Company is pleased to advise that it has entered into agreements with prominent female professional golfer, Ms Kelly Whaley, American professional golfer, Mr Will Wilcox and renowned performance coach, Dr Troy Van Biezen.

Ms Kelly Whaley is a 24-year-old, breakout US golf star, and daughter of the former President of the PGA, Suzy Whaley. She turned professional in 2019 after graduating from the University of North Carolina, and has been touring on the Ladies European Tour and The Epson Tour, previously known as the LPGA Futures Tour. Represented by the same agency that represents multiple PGA Tour and Korn Ferry Tour athletes, Ms. Whaley's future in professional golf is bright after recently setting the Ladies European Tour Record for most consecutive birdies with 8 and recording a win in the Aramco Team Series.

Mr Wilcox is a former member of the PGA Tour and current PGA professional that has also had a storied amateur career. He was a previous three time All-American and 2008 Alabama Amateur winner prior to turning pro in 2019. Mr Wilcox recently went viral when opening up about his battle with drug and painkiller addiction, ultimately leading to his discovery of ImpACTIVE while seeking

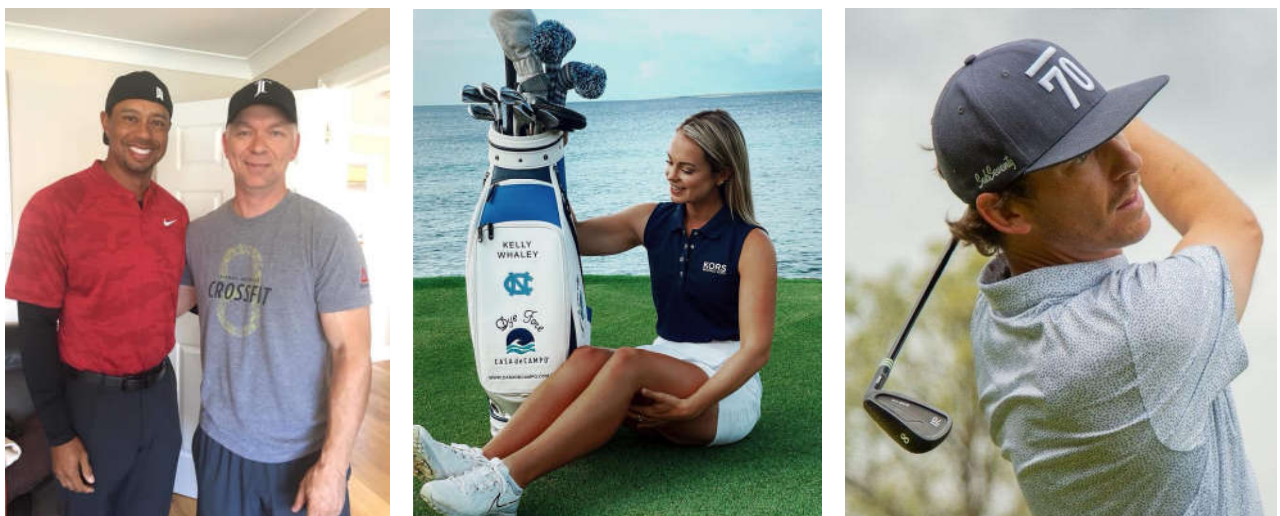
more natural therapies. Mr Wilcox has embarked on a comeback tour as he attempts to regain his PGA Tour card.

Dr Troy Van Biezen is a leading sports performance coach, co-founder of LivPur, an up and coming hydration and supplement brand, a prominent nutrition advocate, and chiropractor to a number of professional athletes. Dr Van Biezen has spent more than 20 years working with PGA Tour stars, including current world number one Scottie Scheffler, Jordan Spieth and Justin Thomas amongst others. He is also the chiropractor for The NHL's Dallas Stars. Dr Van Biezen believes strongly in the ImpACTIVE product as a post-workout/post-sport recovery product, and plans to continue using and offering the product line up to his athletes.

Each new brand ambassador has an active social media presence, including a focused follower bases that represent the Company's target demographic. Further, each representative has a strong network across different sporting bodies, which can be used to promote the benefits of ImpACTIVE's products and drive sales. ImpACTIVE will leverage each new brand ambassador's following through sponsored social media posts, event and promotional appearances and product placement opportunities.

Under the terms of the respective agreements, each new brand ambassador and their teams will work with the ImpACTIVE marketing team in order to create a library of uniquely branded content including videos, photographs, social media post templates, and sponsored content. The agreements also stipulate that the ambassadors will continue to be provided product for both personal and professional use.

ImpACTIVE continues to progress work towards its launch in the coming weeks. The Company has significantly advanced its product development and contract manufacturing initiatives (refer ASX announcement: 16 March 2022) and will provide additional updates as other developments materialise.



Images: ImpACTIVE's new brand ambassadors (from left to right) Dr Van Biezen with Tiger Woods, Ms Kelly Whaley and Mr Will Wilcox



For further details, ImpACTIVE has entered into the following agreements:

- a Brand Ambassador Agreement with Kelly Whaley (“KW Agreement”) for an initial term of 6 months for a total fee of US\$7,500;
- a Brand Ambassador Agreement with Will Wilcox (“WW Agreement”) for an initial term of 12 months for a total fee of US\$6,000 and
- a Brand Ambassador and Strategic Adviser Agreement with Dr Troy Van Biezen (“TVB Agreement”) for an initial term of 12 months and consideration composed of a total cash fee of US\$25,000 and the issuance of securities in the Company to Dr Van Biezen (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 15 July 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 15 July 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 15 July 2027.

(together “the Agreements”).

The Agreements can be terminated for cause before the end of each respective terms and may be renewed as further agreed between the parties.

Management commentary:

ImpACTIVE’s Managing Director Mr Brett Ayers said: *“These signings mark significant progress in ImpACTIVE’s brand progress. We believe that as more and more prominent athletes and the clinicians they trust come forward in support of CBD, and more specifically in support of ImpACTIVE, that we will be able to leverage these relationships and grow our name in the athletic space. Our objective has always been to provide alternatives to athletes in their recovery, but stigma continues to exist. Our hope is that as people come forward, more athletes will feel comfortable doing so as well.”*

Creso Pharma CEO and Managing Director, Mr William Lay said: *“It is my pleasure to welcome ImpACTIVE’s new ambassadors to the company. Each new appointment builds on our existing roster, which has provided us with significant exposure in Canada and North America more broadly.*

“Each new ambassador represents an exciting fan base and network to promote ImpACTIVE’s products to. Kelly has a growing fan base and is fast becoming a big name in women’s golf, while Will has an exceptional story to share about his battles with pharmacological interventions and how more natural therapies have assisted him in his battle. Dr Van Biezen is seen as a known figurehead across both hockey and golf, and we look forward to working with him to broaden our own networks.



“ImpACTIVE’s planned product launch is well progressed and a number of near term initiatives are underway to drive sales growth. We will continue to provide additional updates as developments materialise.”

-Ends-

Authority and Contact Details

This announcement has been authorised for release by the Board of Directors of Creso Pharma Limited.

For further information, please contact:

Investor Enquiries

Creso Pharma Limited
E: info@cresopharma.com
P: +61 (0) 497 571 532

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

Creso Pharma offices:

Australia

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

Switzerland

Allmendstrasse 11, 6310 Steinhausen, Schweiz

Canada

59 Payzant Driver, 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 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.