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Wholly-owned US subsidiary, Sierra Sage Herbs LLC. (“SSH”) enters into a wholesale agreement with accelerate360 to drive brand awareness and sales growth

Highlights:

- **accelerate360 is a US-based omni-commerce solutions company providing sales, distribution and logistics, marketing and media to unlock growth for retailers and brands**
- **SSH to leverage accelerate360’s longstanding relationships with leading US retailers to drive brand awareness**
- **Under the agreement, SSH’s Green Goo brand will be featured as part of a shopping experience merchandised through accelerate360’s Us Weekly magazine brand**
- **The partnership unlocks a potential new revenue channel for Creso Pharma and is anticipated to generate significant brand awareness**

Creso Pharma Limited (ASX:CPH, FRA:1X8) (‘Creso Pharma’ or ‘the Company’) is pleased to advise that wholly-owned, US subsidiary Sierra Sage Herbs LLC. (“Sierra Sage Herbs” or “SSH”) has entered into a Product Supply and Services agreement (the “agreement”) with omni-commerce sales, marketing and media company accelerate360 (www.accelerate360.com) to increase brand awareness and unlock potential new sales channels to drive revenue.

accelerate360 is a major US-based omni-commerce solutions company providing sales, distribution and logistics, marketing and media to unlock growth for retailers and brands at the intersection of culture, content and commerce. The group has been operating for over 100 years and owns a number of major US media brands, which are delivered to more than 35,000 retail locations on a weekly basis. accelerate360 also offers a number of customized solutions that assist in connecting people, products and point of sale with a focus on general merchandise, health, beauty and wellness.

accelerate360 also has partnerships with major US retail groups including Albertsons, Kroger, Walmart, CVS and Meijer. Many of these large retail groups already stock a range of SSH products and the partnership is expected to lead to greater brand recognition amongst retailers and customers with new and existing groups.

Under the new agreement, the Company will leverage accelerate360’s media group to engage media brands in its portfolio for content-related marketing opportunities. Initially, Sierra Sage Herbs products will be featured as part of a shopping experience through accelerate360’s Us Weekly magazine brand. The Company’s Green Goo range will be featured to promote consumer knowledge of plant-based natural skin care.

Sierra Sage Herb and accelerate360 have formed a new display unit with the culture and trend credibility of Us Weekly brand, which engages 50m young, high-income consumers in the US¹. This has the potential to considerably increase SSH’s brand recognition and advance the Company’s positioning as a leading plant-based health and beauty product provider.

Under the terms of the agreement, which is non-binding, accelerate360 may purchase products from SSH which will be made available for resale to consumers. The agreement does not include any



minimum order volumes. The agreement does not have a set timeframe, but both parties can terminate the agreement with 30 days' advanced notice.

Commentary:

CEO and Managing Director, Mr William Lay said: *"This partnership agreement unlocks a number of potential benefits for Sierra Sage Herbs and further highlights the Company's innovative approach to broadening brand recognition and unlocking new sales channels.*

"The online shopping experience that customers can access through the QR code will highlight the considerable benefit of Sierra Sage Herb's Green Goo range alongside engaging and relevant content, as well as provide an opportunity to purchase the range.

"accelerate360 has a wide range of consumer-focused publications and a huge footprint in the US retail sector. We look forward to working with the group on additional promotional opportunities for the SSH range and providing additional updates on the launch of the Us Weekly feature."

-Ends-

Authority and Contact Details

This announcement has been authorised for release by William Lay, Managing Director.

For further information, please contact:

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About accelerate360

accelerate360 is an omni-commerce sales, distribution and logistics, marketing and media company that unlocks growth for retailers and brands at the intersection of culture, content, and commerce. For more than 100 years, with delivery to over 56,000 retail locations weekly, the company's customized solutions have connected people, products, and point of sale with a specialisation in General Merchandise, Health, Beauty, and Wellness categories. Headquartered in Atlanta, accelerate360 has offices and fulfilment centres strategically positioned across the United States and is proud to employ more than 1,300 employees. For further information visit www.accelerate360.com.

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 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.

^[1] https://www.usmagazine.com/wp-content/uploads/2020/11/2021_UsMediaKit_r7_November_2020.pdf