



Cronos Australia - Update on Operations in Asia

- Cronos Australia makes further progress on its plans to launch proprietary products and brands in select Asian markets
- The Asia-based team is led by Nick Mulcahy, former Aesop General Manager, Asia Pacific
- Product and brand development has progressed for CBD personal care consumer products
- Cronos Australia has operations in Hong Kong and Tokyo to service the growing cannabis market in Asia

Melbourne, Australia, 16 July 2020 – Cronos Australia Limited (Cronos Australia) today provided an update on its developing operations in Asia to address the growing cannabis market opportunity in this region. Cronos Australia now has operations in Hong Kong and Japan and is focused on launching proprietary products and brands in personal care consumer markets in Asia. The products are expected to be sold to consumers through local distributors and via e-commerce platforms.

Significant progress has been made on brand development and the formulation of cannabinoid products. This includes the selection of manufacturing partners, product and packaging development, securing IP agreements for brand names, importing raw materials for testing purposes, and the development of launch and go-to-market strategies.

Cronos Australia's operations in Asia are led by Nick Mulcahy, former Aesop General Manager for the Asia Pacific region. Nick has over 25 years of experience in the development and commercialisation of personal care products, along with a deep understanding of the Asian market consumer. Nick is supported by an experienced team.

Director of Cronos Australia Asian Operations, Nick Mulcahy said, "We see a unique opportunity for our products in the Asian market, which is backed by consumer data from local market research and analysis. I am very pleased with the team's progress to date, and look forward to launching our first set of products in the Asian region in late 2020, with more to follow in 2021."

Cronos Australia CEO, Rodney Cocks said, "We are very proud of the achievements of the team in Asia, and are excited to see progress on our product range. With Nick's strong leadership of our operations in Asia, we are committed to further progressing our sales and marketing strategies as we launch products in this key region."

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About Cronos Australia

Cronos Australia Limited is a public company listed on the ASX (ASX: CAU). The vision of Cronos Australia is to become a leading health and wellness company in the Asia Pacific region through the distribution of premium THC and CBD cannabis products. Cronos Australia was formed to take advantage of opportunities relating to the emerging cannabis industry both domestically and internationally. The Company's largest shareholder is Cronos Group Inc. (NASDAQ: CRON, TSX: CRON).

Cronos Australia distributes the PEACE NATURALS™ and Adaya ranges of Medicinal Cannabis products nationwide in Australia through medical practitioners via the Special Access Scheme, Authorised Prescribers or Clinical Trials. Additionally, Cronos Australia has a 51% stake in Cannadoc Health Pty Ltd, a medicinal cannabis clinic business that undertakes face-to-face and nationwide telehealth consultations with patients seeking access to medicinal cannabis. Cronos Australia also has a 50/50 joint venture with A&S Branding, the founders of Sukin Natural Skincare, for the development of CBD products for domestic and export markets.

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Authorised by

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Forward-looking statements

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