



Lotte Home Shopping Channel Launches NATERA® in South Korea

VANCOUVER, BRITISH COLUMBIA - (March 15, 2016) - Naturally Splendid Enterprises Ltd. (“Naturally Splendid”) (**FRANKFURT:50N**) (**TSX VENTURE:NSP**) (**OTC:NSPDF**) is pleased to announce that through their South Korean master distributor Korea Beauty & Healthcare Co., Ltd., the company has launched Naturally Splendid hemp foods through the Lotte Home Shopping Channel in South Korea under the brand Paleo / NATERA®.

Korea Beauty & Healthcare Co., Ltd. has developed the Paleo / NATERA® brand of shelled hemp seeds specifically for the Asian market. Naturally Splendid is the exclusive supplier of hemp food products, including shelled hemp seed, to Korea Beauty & Healthcare Co.

Korea Beauty & Healthcare Co. CEO Mr. Jounggun Ji reports, “We are pleased to report that the initial launch of the Paleo / NATERA® shelled hemp seed line on the Lotte Home shopping Channel was received extremely well. We have sold out the entire allotted amount of 40,000 pounds in just the first one-hour show and there are subsequent shows scheduled on the Lotte Home Shopping Channel. Naturally Splendid has already delivered a significant portion of our first purchase order in anticipation of market demand. However, given the results of the first show we are expecting demand to increase from here and have advised Naturally Splendid to begin the process of shipping the balance of our first Purchase Order immediately”.

The Lotte Home Shopping Channel is South Korea’s second largest shopping channel with gross sales of approximately \$3 billion CDN in 2015. It is estimated that, as of September 2011, Lotte Home Shopping was available in more than 21 million unduplicated households, including more than 15 million cable households.

The Lotte Shopping Channel sells a variety of consumer goods and services by means of live, customer-interactive electronic retail sales programming which is transmitted to cable television systems and select broadcast television stations throughout Korea. Lotte Home Shopping operates 24 hours a day and seven days a week.

The Lotte Home Shopping’s retail sales programming aims to promote sales and customer loyalty through a combination of product quality, price and value, coupled with product information and entertainment. They offer an extensive assortment of goods and services, including food, consumer electronics, computer hardware and software, books, clothing, fashion accessories, jewellery and watches, cosmetics and perfume, diet and beauty services, children’s products, insurance products and travel services. Products and services offered on Lotte Home Shopping are provided by more than 4,000 participating retailers.

Naturally Splendid CEO Mr. Craig Goodwin reports, “We are definitely pleased with the speed that Korea Beauty & Healthcare are progressing. The Lotte Home Shopping Channel has gotten off to a tremendous start and I am confident will continue to be a successful venture. Lotte is a significant player in the home shopping environment. In South Korea, the online retail market which encompasses internet

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and TV shopping, is forecast to reach \$31 Billion CDN in 2018. According to Korea Statistics, the total trade volume of online retailers for 2014 has surpassed the trade volume of large offline retailers and Lotte Home Shopping Channel is a significant player in this market”.

Korea Beauty & Health Care Co., Ltd. Director Mr. Steve Kwon states, “Our goal is to build the strongest distribution team possible for Naturally Splendid. Securing Lotte Home Shopping Channel is a significant step and we expect there to be more strategic additions to the distribution network”.

Goodwin adds, “According to government reports there are several growth drivers for the South Korean marketplace. I believe these drivers are very much in line with the products and technologies that Naturally Splendid offers. Affluent young South Korean professionals are buying non-essential food items especially those with health and functional benefits. These consumers base their purchases on competitive price, taste and quality. The country of origin is very important and issues such as sustainability, carbon footprint, environmental issues and traceability are becoming more important. In short, Koreans are drawn by products that offer well-being, safety, convenience and value. In this regards, Naturally Splendid delivers on all accounts”.

About Lotte Co., Ltd

Lotte Co., Ltd. is a multinational food, chemicals and shopping corporation with headquarters in [South Korea](#) and [Japan](#). Lotte was first established in June 1948 in [Tokyo](#) and expanded to South Korea with the establishment of [Lotte Confectionery](#) in 1967. Lotte eventually grew to become South Korea's eighth largest business conglomerate.

Lotte Group consists of over 60 business units employing 185,000 people engaged in such diverse industries as candy manufacturing, beverages, hotels, fast food, retail, financial services, heavy chemicals, electronics, IT, construction, publishing, and entertainment.

Lotte's has major operations in Japan and South Korea, with additional businesses in China, Thailand, Malaysia, Indonesia, Vietnam, India, USA, UK, Russia, Philippines, Pakistan and Poland (Lotte bought Poland's largest candy company Wedel from Kraft Foods in June 2010). Today, Lotte is the largest confectionery manufacturer in South Korea, and is the third largest in Japan behind Meiji Seika and Ezaki Glico in terms of sales revenue when only the sales of Lotte's confectioneries are counted.

Lotte group's major businesses are food products, shopping, finance, construction, amusement parks, hotels, trade, oil and sports.

- Food Products: Lotte Confectionery, Lotte Chilsung, Lotteria, E Wedel, Lotte Ham/Lotte Milk, Lotte Samkang, Angel-in-us, T.G.I. Friday's, Swiss Boulagerie, Lotte Cool, Lotte Fresh Delica, Lotte Pharm., Lotte Shopping Food Division
- Shopping: Lotte Duty Free, Lotte Shopping, Lotte Mart, Lotte Department Store, Lotte-Assi Plaza

About Korea Beauty & Health Care Co., Ltd.

Korea Beauty & Health Care Co., Ltd. (KBH) was established in 2003 and has a successful track record bringing a variety of products to the South Korean marketplace in the area of cosmetics, household items, functional foods, and medical equipment. KBH was certified as a food manufacturer and cosmetic manufacturer in 2015 and is also a product developer with its own R&D facility. The Company currently markets a variety of consumer products via online shopping, offline shopping, traditional retail and TV

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shopping channels. KBH will be marketing the NATERA® brand through online shopping, offline shopping, traditional retail and TV shopping channels.

About Naturally Splendid Enterprises Ltd.

Naturally Splendid is a multifaceted biotechnology company that is developing, producing, commercializing, and licensing an entirely new generation of plant-derived, bioactive ingredients, nutrient-dense foods, and related products. Naturally Splendid is building an expanding portfolio of patents (issued and pending) and proprietary intellectual property focused on the commercial uses of industrial hemp and non-psychoactive cannabinoid compounds in a broad spectrum of applications.

Naturally Splendid currently has four innovative divisions: (1) Natera® brand of retail hemp superfood products currently distributed throughout North America and Asia; (2) Chi Hemp Industries Incorporated (Chii) is selling natural and organic hemp products through e-commerce (3) PawsitiveFX® brand of pet care products; (4) BCI Division of plant-derived bulk ingredients including patent-pending HempOmega®; and (5) hemp-based cannabinoid nutraceuticals. The Company's advanced technologies, industry expertise, and strategic partners allow for the creation of customized solutions with a consistent focus on quality and sustainability.

For more information please e-mail info@naturallysplendid.com or call 604-673-9573

On Behalf of the Board of Directors

J. Craig Goodwin
CEO, Director

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Forward-Looking Statements

Information set forth in this news release contains forward-looking statements that are based on assumptions as of the date of this news release. These statements reflect management's current estimates, beliefs, intentions and expectations. They are not guarantees of future performance. Naturally Splendid cautions that all forward looking statements are inherently uncertain and that actual performance may be

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affected by a number of material factors, many of which are beyond Naturally Splendid's control including, the Company's ability to compete with large food and beverage companies; sales of any potential products developed will be profitable; and the risk that any of the potential applications may not receive all required regulatory or legal approval. Accordingly, actual and future events, conditions and results may differ materially from the estimates, beliefs, intentions and expectations expressed or implied in the forward looking information. Except as required under applicable securities legislation, Naturally Splendid undertakes no obligation to publicly update or revise forward-looking information.

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