



ASX Announcement

15 November 2024

ECS Botanics reports strong performance in B2C business; launches new 'OzSun' value brand

ECS Botanics Ltd (ASX:ECS) (ECS or Company) is pleased to provide an update on the performance of its direct to consumer business (**B2C**).

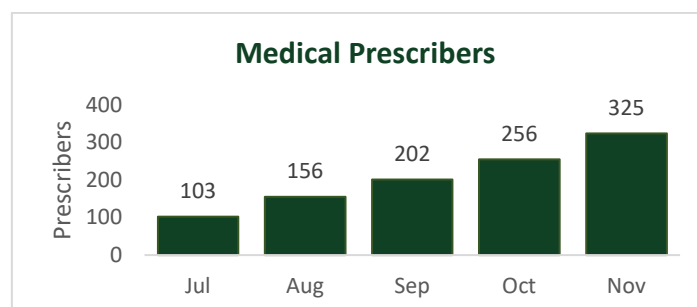
Highlights

- Rapid adoption of ECS's B2C offering by medical professionals, with over 300 prescribers onboarded within five months
- Soft gel capsules, sold under the 'RAP' brand, have generated sales exceeding \$270k per month, well surpassing the contracted 12-month minimum order quantity of \$380k
- ECS is launching a lower priced brand, 'OzSun', to ensure its organic, sun grown medicinal cannabis products are more accessible

B2C performance update

In May 2024, ECS launched a new B2C commercial strategy aimed at establishing strong consumer brands incorporating innovative licensed technologies, including the VESIsorb® drug delivery system. To support this strategy, the Company has assembled a team of three Medical Sales Liaison (**MSL**) staff based in Queensland, NSW, and WA, along with a Commercial General Manager. In November, the team will further expand with the addition of a fourth MSL based in Victoria.

Since sales began in August, the team's efforts have driven rapid adoption among medical professionals, with over 300 prescribers onboarded within five months. This growth trajectory positions ECS to exceed 700 prescribers within the first 12 months, underscoring the market demand and effectiveness of the Company's B2C rollout strategy.





B2C RAP contract performance

In May 2024, the Company announced a B2C partnership to supply medicinal cannabis soft gel capsules under the 'RAP' brand, distributed via ECS Botany's B2C sales network. The contracted minimum order quantity was \$380k for the 12-month period. This agreement has already generated over \$500k in sales, with monthly sales now surpassing \$270K and demonstrating strong potential for further growth.

Launch of OzSun value flower brand

Following a record outdoor harvest season by ECS, and as part of ECS's aim to make medicinal cannabis more accessible, the Company is launching a new lower priced brand, OzSun. The organically sun-grown medicinal cannabis dried flower will feature a 25% Indica and a 23% Sativa flower, both available in 15-gram tubs at competitive prices. These products will be available in pharmacies from next week, with a 20% Indica set to launch later this month.

ECS's 2024/25 outdoor cultivation cycle has been specifically geared to support and expand this affordable product range.



Commenting on the B2C update, ECS Managing Director, Nan-Maree Schoerie, said:

"With the launch of OzSun, ECS is executing its strategy to serve more market segments. Our Terphogz range will cater to the premium market, whilst our organic and innovative product range, including VESIsorb®, will be under the Avani and RAP brands for the mid-tier medical market, and OzSun will be our value brand."

"We are really pleased with the momentum in our B2C business, and in particular how it complements our larger B2B business. Our growing B2B export business, along with our key local B2B customers, remain our priority, and we believe our recent initiatives will provide us with the economies of scale needed to support the pricing pressures faced by our Australian B2B customers."



Authorised for release by Nan Maree Schoerie, Managing Director.

-ENDS-

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About ECS Botanics Holdings Ltd

ECS Botanics Holdings Ltd is an Australian medicinal cannabis cultivator and manufacturer located in Northwest Victoria. ECS utilises progressive and innovative cultivation methodologies to produce quality medicine in a sustainable way, adopting regenerative and organic horticultural practices and renewable energy sources. Licenced by the Australian Therapeutic Goods Administration to manufacture GMP (equivalent to PIC/S, EU agencies are all PIC/S members) certified products, ECS has become a leading provider of high quality, affordable medicinal cannabis.