

Press Release

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Hemply Balance expands into a completely new product category internationally

Hemply Balance Holding AB (publ) ("Hemply Balance" or "the Company") announces that the wholly-owned subsidiary Hemply Services AB is launching a completely new product category of dietary supplements without CBD.

Product information

The Company's new product range comprises three innovative dietary supplements containing adaptogens, herbal extracts, vitamins, and minerals. The three products, Cloud free, Just Breathe and Night Train are developed and formulated so that the consumer will achieve a maximum balance. One capsule is intended for the morning to get an optimal start to the day, one capsule for the day during stressful periods, and one capsule for the evening to achieve a qualitative sleep. The new product category enables broader opportunities for marketing and communication for the Company compared to dietary supplements containing CBD. The launch will take place in early June and the products have a recommended consumer price from 25 € to 35 €.

The market for adaptogens

The market value of adaptogens amounted to USD 8.88 billion in 2021 and is expected to have an annual growth rate of 7% until 2027, when the market value is estimated at USD 14 billion. One of the market's driving forces is an increased demand for dietary supplements in the European market, according to a report from Global Market Insights.[1]

Comment

"We are very happy to be able to launch our adaptogens. The composition of the products is unique in its kind, and the demand for adaptogens has increased rapidly in recent years. The products are in line with strong consumer demand for the category and mean that the Company receives additional revenue streams," says Jonas Lenne, CEO of Hemply Balance.

For further information, please contact:



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BALANCE

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About Hemply Balance Holding

Hemply Balance Holding AB (publ) owns two brands, Hemply Balance and Hemp Juice. The company is an ecommerce focused health food company that markets innovative, safe and high-quality products in three categories: dietary supplements, pet supplements and beauty products. The focus is primarily on products containing CBD and other adaptogens, adding what we call "*The Missing Ingredient*". The company commercially prioritizes its own e-commerce through its brands Hemply Balance and Hemp Juice, with elements of strategic retailers and distributors. Sales are primarily in the European market, but the Company has commenced distribution in the Japanese market as well. The company is listed on NGM Nordic SME in Stockholm.

Augment Partners AB, tel. +46 8 604 22 55, e-mail: info@augment.se is the Company's Mentor.

For more information, visit the Hemply Balance website www.hemplybalance.com or www.hempjuice.pl

[1] Global Market Insights, *Adaptogens Market Size By Source*, https://www.gminsights.com/industry-analysis/adaptogens-market-statistics?utm_source=globenewswire.com&utm_medium=referral&utm_campaign=Paid_globenewswire

Attachments

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