

Press Release

03 June 2022 13:12:00 CEST

Hemply Balance receives an order from Apohem for its new product range

Hemply Balance Holding AB (publ) ("Hemply Balance" or "the Company") announces that the wholly-owned subsidiary Hemply Services AB has received an order from Apohem for its new product series. Apohem will thus be the first retailer to market the Company's new products on the Swedish market.

About the collaboration

Hemply Balance and Apohem began a collaboration in October 2021. Apohem has since retailed the Company's intimate care series containing CBD, and the companies have carried out several marketing activities together. From June 2022, Apohem will be the first retailer to start selling the Company's new dietary supplements.

Apohem is part of the Axel Johnson Group and is one of Sweden's most extensive online pharmacies.

About the Company's new products

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 for the consumer to achieve a maximum balance. A capsule is intended for the morning to get an optimal start to the day, a capsule for the day during stressful periods and a capsule for the evening for a qualitative sleep. The products have a recommended consumer price from € 25 to € 35.

Initial order

The Company's initial order on the Swedish market has a value of approximately € 6,000 to consumers. The Company is positive about the development that the new product category can bring to Hemply Balance's operations in the Swedish market.

Comment

"We are delighted that we received the first order from Apohem. The collaboration has



HEMPLY

BALANCE

worked very well, and therefore, we want to honor Apohem and launch first with them. Although the order value is limited, it is a significant step for continued expansion in the Swedish market. We are really looking forward to launching the products together with Apohem ", says Jonas Lenne, CD Hemply Balance.

For further information, please contact:

Jonas Lenne

CEO

Email: investor.relations@hemplybalance.com

Pingis Berg-Hadenius

Chair

Email: hadenius@economista.se

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

Attachments

[Hemply Balance receives an order from Apohem for its new product range](#)

