

Press Release

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Hemp Juice signs retail sale agreement with Douglas on the Polish market

Hemply Balance Holding AB (publ) ("Hemply Balance") wholly-owned subsidiary Hemp Juice Sp. z o.o. ("Hemp Juice" or "The Company") has today agreed with Douglas Polska Sp. z o.o. ("Douglas") regarding the sale of the Company's dietary supplements.

Scope of the agreement

The agreement covers all of Hemp Juice's dietary supplement products, consisting of seven different CBD oils. The Company's products will begin to be marketed on Douglas' Polish e-commerce from April 2022. Douglas is the most prominent and largest retailer in beauty products on the European market with more than 2,500 stores in 15 countries.

About Douglas

Douglas is Europe's leading platform for beauty and premium products and was founded in Hamburg in 1821. Douglas has been active in the Polish market since 2001 and has its central warehouse in Poland.

Comments

"Hemp Juice sales have previously been direct to consumer only, through our own e-commerce platform. The fact that we now signed an agreement with Douglas in the Polish market really clarifies that together with Hemply Balance, we intend to establish Hemp Juice at most retailers around Europe," says Radoslaw Budzik, CEO of Hemp Juice.

"We are extremely proud that Hemp Juice has entered into an agreement with such a premium retailer as Douglas. This shows that Hemp Juice's products are very popular, of great demand, and of high quality," says Jonas Lenne, CEO of Hemply Balance Holding.

For further information, please contact:



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About Hemply Balance Holding

Hemply Balance Holding AB (publ) is an e-commerce-focused health supplement company that sells safe and high-quality products in three categories: cosmetics, dietary supplements, and supplements for pets. The focus is mainly on CBD supplements and adaptogens. We add what we call "*The missing ingredient*" to our customers. The business model is focused on the companies' e-commerce with elements of strategic retailers for brand building. The company owns two brands, Hemp Juice and Hemply Balance. The former was acquired in the first quarter of 2022 and the Group's goal is to continue with further acquisitions.

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

For more information, see the Hemply Balance website www.hemplybalance.com

Attachments

[Hemp Juice signs retail sale agreement with Douglas on the Polish market](#)

