

Press Release

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Hemply Balance expands in the Swiss market with new product categories

Hemply Balance Holding AB (publ) ("Hemply Balance" or "the Company") announces continued expansion in the Swiss market.

Continued expansion in Switzerland

Hemply Balance's exclusive distributor Götz & Brands continues to expand the Company's Swiss operations. From June 2022, the well-known retailers Haar-Shop and PerfectHair will start selling the Company's new product category, adaptogens.

Parallely, PerfectHair has chosen to include the Company's CBD-enriched dietary supplements in their product assortment. The expansion means that both PerfectHair and Haar-Shop will be offering Hemply Balance's entire product range. In addition to the above, Hemply Balance's products are already available at Zurrose, Manor, Puravita, and Adlershop in Switzerland. PerfectHair is owned by Swedish listed company Storskogen.

The market in Switzerland

The Swiss beauty and personal care market is valued at USD 2.78 billion in 2022 and is expected to have an annual growth rate of 3.38% until 2026.^[1] At the same time, the Swedish market for beauty and personal care is worth USD 2.27 billion and is expected to exhibit an annual growth rate of 3.77% until 2026.^[2] The Swiss market is more extensive than the Swedish market, although Sweden has 21% more inhabitants than Switzerland.

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 forecasted at USD 14 billion.^[3]

Comments

"It is gratifying to see Götz & Brands' continued success with the Hemply Balance brand in Switzerland. The collaboration has been successful since day one. We are today found among the most well-known retailers in Switzerland, and the goal is that most of



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those retailers should launch our new products in the near future", says Jonas Lenne, CEO of Hemply Balance.

"Hemply Balance's products have been on the Swiss market for about six months, but we are already seeing increased demand, which is satisfying and to the benefit of our work," says Serafin Götz, CEO of Götz & Brands.

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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] Statista, *Beauty & Personal Care Switzerland*, <https://www.statista.com/outlook/cmo/beauty-personal-care/switzerland>

[2] Statista, *Beauty & Personal Care Sweden*, <https://www.statista.com/outlook/cmo/beauty-personal-care/sweden>



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[3] 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

[Hemply Balance expands in the Swiss market with new product categories](#)

