

Press Release

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Hemply Balance expands its collaboration with Happy Friday in the Baltic region

Hemply Balance Holding AB (publ) ("Hemply Balance" or "the Company") announces that the subsidiary Glowing Pine B.V is expanding its cooperation with Happy Friday regarding the Company's new CBD product series based on MCT-oil

During the second quarter, Hemply Balance began a collaboration with Scandinavian Brand's e-commerce platform Happy Friday. The parties have now agreed to develop cooperation in the Baltic market. Happy Friday will purchase the Company's new products, its CBD oils with MCT oil as a base, and market them in the Baltics.

The company's new product series consists of four CBD oils. The base is MCT oil it comes in four different percentages: 6%, 16%, 21%, and 31% CBD. The products have a recommended consumer price from €40 to € 150.

MCT stands for Medium Chain Triglycerides. The advantage of MCT is that the body can quickly absorb the saturated fatty acids that the oil contains, unlike other fatty acids. Furthermore, it means that the body can quickly convert MCT oil into fuel for the body. When using MCT oil as a carrier of CBD, the bioavailability increases due to the function of the MCT oil. That is, how much and how fast the body absorbs the product's phytocannabinoids.

Comments:

"We are happy to continue our journey with the Northern Europe's leading CBD brand Hemply Balance. It is fun to work with this youthful, innovative, and forward-thinking team and spread new CBD oils and cosmetics from Sweden to Baltics. CBD is a fast-growing industry that leads our way into the future with natural, organic and high-quality products" says Annelis Rum, co-founder of Happy Friday.

"We are thrilled to expand our collaboration with Happy Friday at the same time that we can offer our entire new product range in the Baltic market. Our goal is to be able to help individuals with balance and well-being, for a sustainable life, in as many markets as possible," says Jonas Lenne, CEO of Hemply Balance.



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About Hemply Balance

Hemply Balance is a health food company that sells safe, high-quality hemp products for intimate and personal care, as well as hemp oil and hemp capsules outside Sweden. The company's goal is to consolidate its position as the leading player in high-quality hemp products in Sweden and to become a significant player in Europe.

Augment Partners AB, tel. +46 8 604 22 55, email: info@augment.se is the company's Mentor.

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

Attachments

[Hemply Balance expands its collaboration with Happy Friday in the Baltic region](#)

