

Press Release

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## Hemply Balance signs retail sales agreement with HSNG

**Hemply Balance Holding AB (publ) ("Hemply Balance" or "The Company") subsidiary Hemply Services AB has today entered into a cooperation agreement with Health and Sport Nutrition Group HSNG AB ("HSNG") regarding the sale of the Company's intimate care series and cosmetic products.**

### About the collaboration

The agreement covers Hemply Balance's intimate care series and cosmetic products. The Company's cosmetic products consist of a skin balm and a lip balm and the intimate care series consists of three products including a serum, a wash and an oil. All products are vegan and contain organic plant-based ingredients as well as high-quality CBD. The intimate care series has been developed in consultation with the Company's Chief Medical Officer, Dr. Hildur Hadenius. Production of the intimate care series takes place in Sweden and the products have a recommended consumer price from SEK 399 to SEK 699. Hemply Balance is the first brand in Europe with intimate care products containing CBD. The agreement does not guarantee the Company any sales volume.

### About HSNG

Health and Sports Nutrition Group HSNG AB consists of Gymgrossisten.com and Bodystore.com, together with Fitness Market Nordic. The Group is a leader in sales of dietary supplements and health food in the Nordic market. Since January 2018, HSNG has been part of the Orkla Group and belongs to the Orkla Care business segment.

### Comment

"It is very rewarding that we are signing an additional sales agreement with a leading retailer in the Swedish market. This indicates that our products are in demand and that the Company's expansive journey continues in the right direction," says Jonas Lenne, CEO of Hemply Balance.

**For further information, please contact:**

Jonas Lenne



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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](mailto:info@augment.se) is the Company's Mentor.

For more information, visit the Hemply Balance website [www.hemplybalance.com](http://www.hemplybalance.com) or [www.hempjuice.pl](http://www.hempjuice.pl)

## Attachments

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[Hemply Balance signs retail sales agreement with HSNB](#)

