

13 April 2016

ASX Code: MXC

## **MXC Launches Online Store – First Retail Sales of CBD Cosmetics**

- MGC Pharmaceuticals has today launched its online sales platform, allowing consumers to purchase its MGC Derma brand Cannabidiol based cosmetic product range
- First retail sales already completed through MXC's online store
- The new online sales channel is set to accelerate product sales by selling direct to consumers throughout the European Union and other countries where CBD cosmetics are legally sold
- MGC Derma Ananda line range will soon be significantly expanded, with the full range of 50 products available by early 2017
- Represents further progress for the commercialisation of the Company's cosmetic products division, positioning MGC Pharmaceuticals to potentially secure significant future revenue growth via its entry into the \$US460 billion global cosmetics market

MGC Pharmaceuticals Ltd (ASX:MXC or "the Company") is pleased to announce that its cosmetic division, MGC Derma, has launched its online cosmetics store and first retail sales of its Ananda line Cannabidiol based cosmetics products. The website, which is now live, can be accessed at [www.mgcdeclma.com](http://www.mgcdeclma.com)

The new shop will allow consumers in the European Union and other countries where CBD cosmetics are legally sold, to purchase MGC Derma's Ananda Cosmetics range of Cannabidiol based products directly online.

The establishment of an online retail platform complements the Company's existing wholesale sales channels and allows MGC Pharmaceuticals to significantly accelerate its direct-to-customer product sales strategy.

MGC Derma's Ananda cosmetics range of 15 CBD based cosmetics products will be available through the online store. The product range includes a Moisturising Day Cream SPF 50, Active Firming Anti-Aging Mask, Active Whitening Facial Cream, Anti Puffiness and Dark Circles Eye Serum that will be sold for an average price of €60 (~AU\$90). A full list of the product range and pricing is available on the consumer website.

Over the coming months, the Company will continue to develop further products with a range of approximately 50 products expected to be available online by early 2017. The planned growth in the innovative product range will enable the Company to penetrate the large global cosmetics market, currently worth \$US460 billion in 2014 and estimated to reach \$US675 billion by 2020, growing at a rate of 6.4% (Source: ResearchAndMarkets, July 2015).

**Nativ Segev, Co-founder and Managing Director, MGC Pharmaceuticals Ltd commented:**

“The launch of our online store is a strong complement to the Company’s established wholesale product sales channel. With the global interest in cannabis based products growing rapidly and the large opportunity in the \$US460 billion dollar cosmetics market, MGC Pharmaceuticals is well positioned to be a market leader in the cannabis industry.”

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**For further information, please contact:**

**Media Enquiries**

Asher Moses  
Director  
Media and Capital Partners  
+61 438 008 616  
[Asher.moses@mcpartners.com.au](mailto:Asher.moses@mcpartners.com.au)

**MGC Pharmaceuticals Ltd**

Brett Mitchell  
Executive Chairman  
+61 8 9389 2000  
[info@mgcpharma.com.au](mailto:info@mgcpharma.com.au)

**About MXC**

MGC Pharmaceuticals Ltd (ASX: MXC) is EU based specialist medical cannabis company with many years of technical and commercial experience in the medical cannabis industry. The Company’s founders were key figures in the Israeli medical cannabis industry and the core business strategy is to develop and supply high quality non-psychoactive Cannabidiol (CBD) resin extract to the growing European cosmetics and medical markets.