

Bod to appoint Swisse's Director of Strategy & Corporate as Executive Chairman

- George Livery, Director of Strategy & Corporate at Swisse Wellness Group to become Executive Chairman
- Swisse is Australia's top multivitamin brand when measured by sales - Company was purchased by Hong Kong listed, Chinese company Biostime (now H&H Group) in September 2015 for A\$1.67 billion
- Mr Livery has over 25 years experience in senior executive roles domestically and internationally including 7 years at Swisse
- Mr Livery left Swisse/HH Group on 16 May 2018 and this will be the first (and currently only) public company directorship
- Remuneration geared towards equity in Bod with performance milestones linked to revenue and earnings – additional incentives included in the case of an approved and completed takeover bid
- Mr Livery will assist Bod in accessing the highest levels of domestic and international distribution channels, implement appropriate marketing initiatives, commence ambassador programs for key products and provide highly valuable strategic and corporate advice
- Provides strong validation for Bod's portfolio of products and an extremely strong executive platform to launch into the next financial year and beyond

Sydney, Australia – 30 May 2018: Developer and distributor of natural, evidence-based cosmetics, natural medicines including medicinal cannabis and health products, Bod Australia Limited ("Bod" or the "Company") (ASX: BDA) is pleased to advise that George Livery will be appointed as Executive Chairman, effective 1 September 2018.

Mr Livery has 28 years experience in senior roles domestically and internationally. His high level executive experience is culminated in positions across multiple industries including the role of Chief Executive Officer at Village Cinemas Australia, Chief Operating Officer of Village International, Commercial Director at Hoyts Limited, and Director of Operations and Marketing at the University of Sydney.

Following these roles, Mr Livery undertook a Commercial Director position with Swisse Wellness Group in 2011 and was subsequently promoted to the Director of Strategy & Corporate within the Group. During his tenure as Commercial Director, George was responsible for a broad range of initiatives including: international business expansion, commercial contracts and agreements, third party and commercial branding opportunities as well as wholesaler and re-seller compliance.

Further Mr Livery was instrumental in negotiating the A\$1.67 billion transaction with Biostime (now H&H Group) and led the corporate integration of the two companies post completion. During his ongoing role as Director of Strategy & Corporate, Mr Livery led the company strategy and commercial agreements requiring strategic development, planning and implementation management, corporate compliance, company secretary duties and business continuance on a domestic and international scale.

Following the appointment, the Company's current Chairman Simon O'Loughlin will move to a Non-Executive Director role. The Company thanks Mr O'Loughlin for his services during the Company's IPO and period thereafter.

Bod Australia CEO Jo Patterson said: “We are delighted to have attracted such a high calibre and well connected director to chair Bod Australia.

“George is recognised as an industry leader and has led innovation and change across multiple sectors. He is a Fellow of the Australian Marketing institute and is seen as an expert in the health and wellness industry.

“George’s skills are aligned with our current growth strategy. His unrivalled network and deep understanding of the sector will assist us in strengthening our revenue profile and driving value for shareholders.

“On behalf of the Board and management, I would also like to thank our current Chairman, Simon O’Loughlin, who will move to a non-executive Director role. Simon’s guidance through the Company’s IPO process and early stages of trading have been greatly valued.”

George Livery added: “I’m very excited to be joining Bod Australia as Executive Chairman. I feel privileged to be given the opportunity to work with Jo and to build on the amazing foundations that she, Simon O’Loughlin and broader Board and management team have created.

“Bod Australia already has a great stable of evidence based products that provide a therapeutic outcome. With new SKU’s deep into development in the medicinal cannabis space that will set it apart from other companies and provide another exciting suite of products, Bod Australia will grow into a powerhouse wellness company.”

For more information: bodaustralia.com

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Appendix 1 – Remuneration and expenses

Mr Livery is to be engaged under an employment agreement with Bod Australia Limited, the material terms of his remuneration are as follows:

- Fixed remuneration of \$47,000 per annum excluding statutory superannuation, payable in monthly arrears or in line with the Company’s standard processing schedule

In respect of each financial year during his appointment, performance based remuneration upon meeting or exceeding key performance indicators (KPIs) agreed in good faith will be implemented as outlined in the table below.

Performance	Performance based remuneration
Meet KPI’s or exceed KPI’s by less than 10%	50% of Fixed Remuneration
Exceed KPIs by 10% or more but less than 20%	110% of Fixed Remuneration
Exceed KPIs by 20% or more but less than 30%	150% of Fixed Remuneration
Exceed KPIs by 30% or more	200% of Fixed Remuneration

Subject to shareholder approval, the grant of the following options to subscribe for ordinary shares in the capital of Bod Australia Limited:

- A. 550,000 options exercisable at \$0.50 with a three year term from vesting date, vesting if:
 - I. Mr Livery remains a Director of the Company as at 1 July 2019
 - II. The Company achieving an agreed financial KPI for the year ending 30 June 2019

- III. The Company's 10 day volume weighted average price (VWAP) exceeds \$0.75
- B. 750,000 options exercisable at \$0.50 with a three year term from vesting date, vesting if:
 - I. Mr Livery remains a Director of the Company as at 1 July 2020 (3 year term)
 - II. The Company's 10 day VWAP exceeds \$1.00
- C. 1,000,000 options exercisable at \$0.50 with a three year term from vesting date, vesting if:
 - I. Mr Livery remains a Director of the Company as at 1 July 2021 (3 year term)
 - II. The Company's 10 day VWAP exceeds \$1.25

Takeover Incentive for Executive Chairman

Further, based on Mr Livery's significant M&A expertise in the space, while he is Executive Chairman if the Company becomes subject to a takeover or change of control transaction (which is ultimately approved by the Board and shareholders), all options which have not vested immediately will vest and Mr Livery will be granted an extra 700,000 options, each with an exercise price of \$0.50.

About Bod Australia

Bod Australia Limited operates two integrated business units. The Company is a developer and distributor of cosmetics, natural medicines and health supplements, focused on all natural, evidence based products. Bod has developed a significant distribution footprint in the Australian market with access to over 900 pharmacies and is also targeting Asian markets through key daigou relationships. Bod Australia has also build a multi-faceted cannabis business underpinned by a supply and collaboration agreement with Swiss botanical extracts manufacturer, Linnea Natural Pharma Solutions and an exclusive licence and manufacturing agreement with Singapore listed company iX Biopharma. The Company aims to develop a range of over the counter and therapeutic products based on GMP-certified cannabis extracts.

For more information please contact:

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