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MEDIA RELEASE

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Ananda Professional Conducts Novel Research Study for Patients with Pelvic Pain

Ecofibre Limited (Ecofibre, Company) (ASX:EOF, US ADR: EOFBY)

Ananda Professional is pleased to announce a novel research study for women with pelvic pain conditions including endometriosis, dysmenorrhea and vulvodynia. This Institutional Review Board (IRB)-approved study is called FREE HER (Finding Relief from Endometriosis and Exclusion: Hemp Extract Research) which will evaluate the use of Ananda Professional's Endo Relief Cream.

The FREE HER study will provide OBGYN practitioners with the opportunity to evaluate ten patients using Endo Relief Cream in their clinical practice.

"Eighty percent of women experience pelvic pain in their lifetime. For 50% of women pelvic pain is a monthly occurrence which causes over 90% of women to turn to pain medication to seek relief from their symptoms. Pain medications may dull the pain but do not address the underlying causes of discomfort," states Eric Wang, CEO of Ecofibre, the parent company of Ananda Professional.

Patients and healthcare practitioners including independent pharmacists and OBGYN practitioners are aligned with a keen interest in new hemp-extract based therapeutic options for pelvic pain.

Ananda Professional's Endo Relief Cream was specifically formulated by Dr. Alex Capano, Chief Science Officer, Ecofibre. Dr. Capano is a board-certified nurse practitioner whose clinical practice is focused on women's health, is the first clinician in the U.S. with a doctorate in medicinal cannabinoid sciences.

"Global studies report over 30% of women experience pelvic pain severe enough to miss school or work, and up to 80% of women report loss of productivity due to associated symptoms," states Capano.

"We are excited about the FREE HER study which ensures the healthcare triad of independent pharmacy, OBGYN practitioner and patient is maintained," explains Capano. "We look forward to evaluating the efficacy of full-spectrum hemp extract in treating pelvic pain which affects over 86 million American women each month," states Capano.



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About Ecofibre

Ecofibre is the leading diversified hemp company globally. The Company owns or controls key parts of the value chain in each business, from breeding, growing and production to sales and marketing. Our value proposition to customers is built on strong brands and quality products.

In the United States, Ananda Professional is the leading pharmacy brand for hemp-derived CBD products. The Company produces nutraceutical products for human and pet consumption, as well as topical creams and salves. See www.anandaprofessional.com.