

12 June 2018
ASX Code: MXC

Harvey Nichols To Sell MGC Derma and Derma Plus Cosmetics

- 18 products from the MGC Derma collection are to be launched in June at the UK's leading retailer Harvey Nichols – a premier luxury fashion and beauty retailer renowned for sourcing new and innovative brands
- MGC Derma and Derma Plus cosmetics products contain cannabidiol (CBD), developed and produced by MGC Pharma for its cosmetics division
- MGC Derma Plus products are independently tested on human volunteers. The three products tested showed strong improvement in the skin conditions tested, demonstrating their support in the relief of redness, dryness, flaky and oily indications for skin with symptoms relating to acne-prone, blemished-prone skin. Due the results, 92 % of patients would continue using the tested cream¹
- The launch supports the MGC strategy of generating a complete 'seed-to-sale' operation within Europe and demonstrates the ramp up of commercialisation across all divisions
- MGC Derma retains the presence in one of leading global online cosmetics stores, Cult Beauty

MGC Pharmaceuticals Ltd (ASX: MXC or "the Company") is pleased to announce that the MGC Derma (the 'Division') (MXC 51%) CBD based cosmetics collection will be sold on the Ground Floor of the Beyond Beauty Department within Knightsbridge (see below), and their E-Commerce stores at luxury retailer Harvey Nichols, commencing from 29 June 2018.



¹ Independent study sponsored by MGC Pharmaceutical

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The MGC Derma and MGC Derma Plus collections, consisting of 18 products containing premium cannabidiol (CBD) are to be sold at Harvey Nichols from 29 June 2018. The products will be available to consumers in store and online internationally, where legally permitted. The premium range of MGC Derma products are research backed and independently tested – with 92% of participants stating would use the products on a daily basis². This positions the Division well under the luxury Harvey Nichols Brand.

The launch is being supported by Harvey Nichols and will be available in Beyond Beauty, a haven for customers looking for niche and unique beauty brands – giving MGC an excellent opportunity to immediately increase its revenue and build strategic brand awareness in a high end retail operation. Sales will also be driven by a targeted PR and marketing campaign.

This agreement represents a notable operational achievement for MGC Derma as additional sales is expected over the coming 12 months, demonstrating the ramp up of commercialisation and material brand penetration in a high end retail environment for the division.

Harvey Nichols

Harvey Nichols is the world’s leading luxury retailer, renowned for its exclusive edit of the most prestigious brands across womenswear, menswear, accessories, beauty, food and wine.

Founded in 1831, today Harvey Nichols has stores in London, Bristol, Manchester, Edinburgh, Birmingham, Leeds and a dedicated beauty store Beauty Bazaar, Harvey Nichols in Liverpool. Outside of the UK stores include Dublin in the Republic of Ireland and internationally Riyadh, Hong Kong, Dubai, Istanbul, Doha, Ankara and Kuwait. Further information on Harvey Nichols can be found on the website - www.harveynichols.com.

MGC Derma is a joint venture with industry-credentialed cosmetics manufacturer, Dr. M. Burstein Ltd., operating in Europe, of which MGC Pharmaceuticals owns 51 per cent and retains management control. MGC Derma is a leading cannabidiol (CBD) cosmetic brand with distribution deals across a number of markets where the products are permitted.

Roby Zomer, Co-founder and Managing Director, MGC Pharmaceuticals commented:

“We are excited to see the MGC Derma collection gaining such traction with premium retail platforms internationally. Harvey Nichols is known for its strict selection of brands and we feel we are well positioned alongside some of the industry’s leading products.”

Jo Osborne, Concessions & Beauty Buying Director, Harvey Nichols Commented:

“We are pleased to welcome MGC Derma in to Harvey Nichols Knightsbridge this summer. We are continually searching for new brands that stand out from the crowd and we believe MGC Derma is exactly that and will be extremely popular with our luxury customers who are looking for the next big thing in skincare.”

² Independent study sponsored by MGC Pharmaceutical

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About MXC

MGC Pharmaceuticals Ltd (ASX: MXC) is an EU based BioPharma company with many years of technical clinical and commercial experience in the medical cannabis industry. The Company's founders were key figures in the global medical cannabis industry and the core business strategy is to develop and supply high quality Cannabinoids based pharmaceuticals products for the growing demand in the medical markets in Europe, North America and Australasia.

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