



13 March 2020

Change of Chief Executive Officer and Board

Australian Primary Hemp Limited ('APH') announces that after founding APH with James Hood, Charles Mann has resigned as CEO (effective 12 March) to pursue other opportunities as part of the company's planned transition program. He will be assisting with handover during his notice period to ensure continuity.

Charles has also decided to resign his seat on the board effective immediately, but will provide consulting services to the company following the conclusion of his employment. APH is grateful for his contribution to both the company and more broadly to Australia's Hemp Industry.

James Hood remains on the Board and as Chief Operating Officer (COO), fully committed to the business.

APH also announces the appointment of Neale Joseph as its new Chief Executive Officer (CEO) with immediate effect. Neale joined APH in January 2020 as Head of Product.

Neale is an experienced Chief Executive Officer who has successfully led businesses across Australia, New Zealand, Asia Pacific and the Middle East. He recently co-founded a successful start-up in the natural health and beauty industry where distribution grew to leading retailers in Australia, New Zealand, Canada, the United States and Europe.

Neale has worked in senior leadership roles with organisations such as Pure Beauty Australia as CEO, Motorola Solutions Inc., David Jones Ltd, Dulux and Simplot in Vice President, General Manager and Marketing and Sales roles over the past 25 years. He brings significant experience in FMCG, pharmacy and B2B distribution as well as procurement, distribution and operations.

Mr Joseph's key employment terms and Mr Mann's key contractual terms are appended to this announcement.

Cameron Petricevic, Chairman of APH comments, "APH is delighted to appoint Neale Joseph as CEO, having already made a large impact to the organisation during his short time at APH. Neale has both impressive experience and a proven track record that are perfectly suited to APH's current stage of development and potential. With his appointment, APH is well-positioned to accelerate growth."

Appendix A: Summary of Material Terms of Executive Service Agreement between APH and Neale Joseph

Key Terms	Details
Commencement Date	13 March 2020
Role	Chief Executive Officer
Term	Mr Joseph's role as CEO is open-ended
Probation Period	3 months
Total Fixed Remuneration	\$225,000 per annum (excluding superannuation)
Notice Period	6 months by either party. Termination without notice by the Company in the event of serious misconduct or breach of law or the employment agreement.
Short Term Equity Incentive	Three Rights over fully paid ordinary shares in APH entitling Mr Joseph to up to 1,000,000 fully paid ordinary shares in APH based on the achievement of certain milestones on or before 12 May 2021.
Long Term Equity Incentive	It is the intention of the Board of Directors of APH that Mr Joseph will be granted a Long-term Incentive award. The award is to be reviewed annually and paid at the discretion of the Board. The Long-Term Incentive award will be based on metrics such as total return to shareholders, operational measures such as earnings per share and return measures, or other commonly used metrics as determined by the Board. Long Term Equity Rights will have an expiry date three (3) years from the date of issue and will be based on a 10-day VWAP at the date issue.

Appendix B: Summary of Material Terms of Contractor Arrangement between APH and Charles Mann

Key Terms	Details
Commencement Date	4 June 2020
Role	Contractor
Term	Monthly (up to 12 months)
Probation Period	Nil
Total Fixed Remuneration	\$9,600 per month (gross and including GST)
Notice Period	4 weeks by either party. Termination without notice by the Company in the event of serious breach of the agreement or misconduct, where a serious breach is to be determined at that terminating party's sole discretion.

Short Term Equity Incentive	Nil.
Long Term Equity Incentive	Nil.

ENDS

Authorised on behalf of the APH Board of Directors by:

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About Australian Primary Hemp

Australian Primary Hemp is an Australian-based grower, manufacturer and processor of hemp products. Our hemp is Australian owned and grown, sourced from local farmers around Australia.

Our vision is to be Australia's primary hemp wellness body supplying customers with sustainable, premium hemp products, packed full of nutrition.

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