



the **Hydroponics** company

www.thcl.com.au

ASX RELEASE (21st November)

CHIEF COMMERCIAL OFFICER APPOINTED

Key Points:

- Mrs. Debbie Ormsby appointed CCO to drive growth and acceptance of medicinal cannabis in the Australian market
- Over 25 years' experience in senior pharmaceutical industry roles
- Has held leadership and management roles in international pharmaceutical companies
- New appointment to lead the Canndeo team to fast track medicinal cannabis products into Australia

The Hydroponics Company Limited (ASX:THC) ("THC") is pleased to announce the appointment of Mrs Debbie Ormsby as Chief Commercial Officer.

Mrs. Ormsby brings significant pharmaceutical and biotech expertise with extensive experience in end to end product commercialisation within the pharmaceutical markets. Her career spans a variety of senior leadership positions at a country, regional and global level including Managing Director, Meda Pharmaceuticals, General Manager, The Medicines Company, Regional Medical Director, Actelion Pharmaceuticals and Global Study Leader roles for both Roche Products and The Wellcome Foundation. Mrs. Ormsby is a trained pharmacist and a registered member of The Royal Pharmaceutical Society and expects to complete her MBA (Executive) from the AGSM in 2018.

In 2016 Mrs Ormsby undertook a consulting assignment assessing the global medicinal cannabis market and provided strategic advice which supported the subsequent legislation of medicinal cannabis in Victoria.

Mrs Ormsby stated she is excited to join THC at this stage of rapid expansion into the growing Australian market and looks forward to leveraging her pharmaceutical industry experience to facilitate patient access to medicinal cannabis for therapeutic use. Her goal is to focus on the objectives and priorities of the company that will achieve optimal results for all stakeholders and make a meaningful difference to the lives of Australian patients.



The Hydroponics Company Limited
(ASX:THC) ACN: 614 508 039

Suite 305, Level 3, 35 Lime Street
Sydney, NSW, Australia. 2000.

THC's Group Chief Executive Officer, David Radford said: "We are delighted to have an executive of Debbie's calibre with her impressive track record and enormous commercial experience join THC. Her career in the development of pharmaceutical markets both locally and internationally bring the required skills to help THC develop innovative solutions that bring the prescribing physicians and patients together to facilitate the access to high quality medicinal cannabis solutions.

For further information, please contact:



David Radford
Group Chief Executive Officer
The Hydroponics Company Limited

Suite 305, Level 3, 35 Lime Street
Sydney, NSW 2000 Australia

P: +61 2 9251 7177
M: +61 407 218 922
E: davidr@thcl.com.au



Michael Lovesey
Director Corporate Media Relations
MMR Corporate Services Pty Ltd

Level 2, 131 Macquarie Street
Sydney, NSW 2000 Australia

P: +61 2 9251 7177
M: +61 449 607 636
E: michaell@mmercporate.com

About The Hydroponics Company www.thcl.com.au

THC is at the forefront of developing a leading, diversified worldwide cannabis business, focusing on two core business units: Development and delivery of medicinal cannabis, and manufacturing and distribution of hydroponics equipment, materials and nutrients.

About Canndeo Ltd www.canndeo.com

Canndeo is a wholly-owned subsidiary of THC that operates under a pharmaceutical model with a focus on the end-to-end supply of medicinal cannabis products. THC has leading expertise in breeding, growth and extraction capability with a focus on the rapid introduction of medicinal cannabis products. It has received its Medicinal Cannabis Research Licence in July, 2017 and its Medicinal Cannabis Licence in Oct 2017. Canndeo leverages +17 years of Cannabis sativa breeding, variety selection and growth management. Canndeo will target multiple medical markets with high purity cannabidiol (CBD), a new class of medicinal product that can be used to target dementia, epilepsy and other neurological disorders.