



## PRESS RELEASE

# Woke and HAVN Life Enter into Agreement to Distribute Natural Health Products in AU, NZ and China

- Exclusive white label and distribution rights to HAVN Life products in Australia, New Zealand and China
- Mushroom-derived nutraceuticals offer additional commercial and near-term revenue opportunity
- Distribution channels planned through retail partnerships and e-commerce portals

**08 November 2021 – Woke Pharmaceuticals Pty Ltd** ('Woke' or 'the Company'), a Sydney NSW-based company focused on psychedelics for mental health and HAVN Life Sciences Inc. (CSE: HAVN) (OTC: HAVLF) (FSE: 5NP) ('HAVN Life') a biotechnology company, developing natural health products and innovative therapies to support brain health and enhance the capabilities of the mind, are pleased to announce an agreement ('Agreement') for the exclusive white label supply and distribution of HAVN's line of natural health products in Australia, New Zealand and China.

Woke Pharmaceuticals will be aiming to launch and establish the retail and e-commerce footprints of its own brand of products based on the highly successful HAVN Life natural health formulations. The market for dietary supplements in Australia and New Zealand was estimated to exceed \$3.7 billion in 2020.

Woke Pharmaceuticals also has a multiplicity of potential route to market options for the products and has begun actively canvassing and assessing its options to sell in the lucrative Chinese market. The Chinese market for health and wellness supplements was estimated to exceed \$26 billion in 2020 according to consultancy firm, Tong Intelligence.

"We are beyond excited to partner with Nick Woolf and the Woke Pharmaceuticals team to bring our line of natural health products to other international markets where consumers understand the value of incorporating nutritional supplements into their daily routine for optimal health and wellness. We are confident that the high quality and great value of our products will, with the help of Woke, provide a strong foothold for business for us in Australia, New Zealand and China," says HAVN Life CEO, Tim Moore.

"We are delighted to be partnering with HAVN Life to launch this novel range of functional natural products. The health benefits offered by naturally-derived mushroom extracts are evident, and we anticipate strong demand in our regions," comments Nick Woolf, CEO of Woke Pharmaceuticals.

The Agreement lays the groundwork for the expansion of HAVN Life's Retail Division into global markets beyond Canada, adding both the potential for revenue and brand visibility. The Company's expanding retail and distribution network currently includes Horizon Grocery and Wellness, Choices Market and Nesters Market locations in B.C., independent specialty retailers across Canada, as well as online retailers Well.ca and Amazon.ca, with plans to energetically pursue the U.S. market in 2022.

HAVN Life natural health product formulations are non-GMO, vegan, bioavailable, and naturally derived from functional mushrooms and other plants and created with human optimization in mind. The natural health product line has been thoughtfully formulated with adaptogens and antioxidants to support overall brain health, with natural compounds that are proven to support memory, focus, energy, and overall cognitive function.

**ENDS**

This announcement was authorised for release by the Directors of Woke Pharmaceuticals.



## PRESS RELEASE

### For more information, please contact:

Mr Nick Woolf  
CEO  
info@wokeph.com  
+61 417 986 005

Investor Relations: ir@havnlife.com 604 359 0060  
Media: savi@emergence-creative.com 647 896 8078

### ABOUT WOKE PHARMACEUTICALS

**Woke Pharmaceuticals Pty Ltd** is an Australian-based company focused on the development and commercialisation of novel psychedelic therapies for the treatment of mental health disorders. The Company's lead candidates are based on synthetic psilocybin for the treatment of depression. Psilocybin is a naturally occurring psychedelic prodrug compound produced by more than 200 species of fungi. Clinical trials have shown its safety and efficacy in the treatment of depression and other disorders. Woke Pharmaceuticals is developing a novel micro-dose formulation for treatment of moderate depression and a novel high-dose formulation with concomitant psychotherapy for treatment of major depression. Both candidates are expected to enter Phase II trials in 2022 with leading investigators in the field of mental health. For further information, please visit [www.wokeph.com](http://www.wokeph.com).

**HAVN Life Sciences** is a biotechnology company pursuing standardized extraction of psychedelic compounds for the creation of APIs, the development of natural health products, and innovative therapies to support brain health and enhance the capabilities of the mind. Through its research division, HAVN Labs, the company has developed an end-to-end supply chain of standardized, naturally derived psychedelic compounds for research that will define the future of modern medicine. With its new line of natural health products, HAVN Life offers a full range of high-quality mushroom and plant extracts that help boost immune function, reduce inflammation, and support a healthy lifestyle. Purchase our products and find out more at [www.yourhavnlife.com](http://www.yourhavnlife.com).