

ECS Botanics Holdings Ltd (ASX:ECS)



ASX Announcement

21 November 2025

ECS Launches Sugar-Free Gummies as B2C Sales Surpass 60%

Highlights:

- B2C sales accounted for 62% of ECS revenue in October 2025, up from 53% in Q4 FY25, reflecting ongoing momentum in direct-to-consumer growth
- Launch of new OzSun-branded THC pastilles (gummies) this week - sugar-free, vegan and affordable - now available Australia-wide through all ECS distributors
- New partnership with Burleigh Heads Cannabis, owned by Vitura Health Limited (ASX: VIT) enabled the listing of ECS products on Canview, one of Australia's leading medical cannabis platforms

ECS Botanics Holdings Ltd (ASX: ECS) ("ECS" or the "Company"), a leading medicinal cannabis company, is pleased to provide a business update reflecting continued growth in its direct-to-consumer (B2C) business and progress toward expanding its market presence in Germany.

B2C Sales Momentum Continues to Accelerate

B2C sales accounted for 62% of ECS's total revenue in October 2025, marking the first time the Company's B2C channel has exceeded 60% of monthly revenue. This milestone reflects ECS's ongoing strategic shift to grow branded sales through pharmacies and distributors and is consistent with the Company's focus on launching innovative products that support patient needs and build brand equity.

With strong monthly performance and an expanding product range, ECS expects B2C sales to continue to represent an increasing share of total revenue in FY26.

OzSun Sugar-Free Pastilles (Gummies) Now Available Nationally

The Company is pleased to announce the launch of OzSun 25mg THC pastilles, a sugar-free and vegan alternative now available Australia-wide through all ECS distributors. This product delivers an accessible price point and a differentiated formulation in an increasingly crowded gummies category. ECS also expects to introduce two additional sugar-free pastilles – THC 30mg : CBD 30mg and CBD 50mg – within the next six weeks.

While ECS expects moderate revenue contribution from the pastilles launch, the product fills a distinct niche in the Australian market and strengthens the broader OzSun range, positioning the brand to capture additional market share.

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Strengthened Distribution Through CanView Partnership

The Company has entered into a national distribution partnership with Burleigh Heads Cannabis Pty Ltd, which will enable the listing of ECS products on Canview, one of Australia's leading medical cannabis platforms, owned by ASX-listed Vitura Health Limited (ASX: VIT).

Through Vitura's extensive pharmacy and clinic networks, as well as proven market access and supplier growth programs, the aim of the partnership is to significantly expand patient access to ECS's unique formulations, further supporting B2C growth for the Company.

ECS Botanic Managing Director, Nan-Maree Schoerie, said:

"We are pleased to see our strategic investment in a scalable B2C business gaining real traction. With the launch of our sugar-free gummies, the addition of the new partnership with Vitura, and a growing pipeline of differentiated, Australian-grown products, we are well positioned to accelerate growth and deliver value to patients and shareholders."

Outlook

With continued expansion in Australia and active steps toward launching ECS' brands into Germany, ECS remains focused on executing its growth strategy by building on its brand strength, investing in product innovation and maintaining a disciplined approach to operations.

ECS will provide further updates as product approvals progress and sales data becomes available.

Authorised for release by Nan-Maree Schoerie, Managing Director

-ENDS-

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About ECS Botanic Holdings Ltd

ECS Botanic Holdings Ltd (ASX: ECS) is an Australian medicinal cannabis cultivator and manufacturer located in Northwest Victoria. ECS utilises progressive and innovative cultivation methodologies to produce quality medicine in a sustainable way, adopting regenerative and organic horticultural practices and renewable energy sources. Licenced by the Australian Therapeutic Goods Administration to manufacture GMP (equivalent to PIC/S, EU agencies are all PIC/S members) certified products, ECS has become a leading provider of high quality, affordable medicinal cannabis.