



ORGANO COMPLETES PHASE ONE OF CONTINENTAL AFRICA GROWTH PLAN

“The October 2018 opening of ORGANO in South Africa represented a milestone achievement, furthering our goal of providing economic development opportunities for African citizens everywhere and making ORGANO products and services more broadly available around the world. Over the past nine months ORGANO has had a positive impact on people and communities throughout the countries we serve in Africa,” said ORGANO Director of African Operations, Helen Rees. “ORGANO currently has full scale operations in Botswana, Kenya, Lesotho, Malawi, Namibia, Nigeria, South Africa, Swaziland and Zambia. As ORGANO begins phase two of its continental Africa growth strategy the company will open for business in Ghana, Rwanda, Tanzania and Uganda before the end of 2019,” added Rees.

Expanding ORGANO throughout the African Continent is an important component of our

strategic growth plan for the EMEA region,” said ORGANO Managing Director of Global Strategy, Leonard Chin. “The ORGANO brand is one of the most well known and respected brands around the world. Being open for business in more than one dozen African countries before the end of 2019 brings the ORGANO product lineup to millions of Africans who enjoy great tasting and healthy nutritional foods and beverages. The value proposition will only get better as we add products and services from our other industry verticals including Beauty and Cosmetics, Travel Related Products & Services and FinTech,” added Chin.

As in most markets around the world, ORGANO offers a lineup of its beverages and specialty nutritional products in Africa. The company pivoted into a new “Vertical Markets EcoSystem” model earlier this year and will begin extending

and expanding into new industry verticals in Africa beginning later this year.

“ORGANO’s pivot into a “Vertical Markets EcoSystem” business model is an innovative move designed to overcome shortcomings rooted in antiquated direct to consumer models. Our new business model is having a positive, and positively disruptive, impact on the way products and services move into markets globally. Our expansion throughout the African Continent represents a long term commitment to the people of Africa through our Continental Africa Plan, our broader regional growth strategy for the EMEA region and our intention to make ORGANO products and services more broadly available around the world,” said ORGANO Chief Operating Officer, Norm Perrett.

About ORGANO

Founded in 2008 and formerly known as Organo Gold, ORGANO is one of the world's leading producers and marketers of healthy, convenient and affordable food, nutrition and beauty products. ORGANO specializes in proprietary food and nutrition products, specialty brewed beverages, personal care products and cosmetics. ORGANO provides superior quality, taste and nutrition in all of its consumable products and produces and markets advanced beauty products based on proprietary botanical formulations. The company currently operates in five continents.

Cautionary Statement

This release contains "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Forward-looking statements, which contain words such as "expect," "believe," "will," "anticipates," "believes," "estimates," or "plan," by their nature address matters that are, to different degrees, uncertain. These uncertainties may cause actual future events to be materially different from those expressed in our forward-looking statements. We do not undertake to update our forward-looking statements.

To learn more about ORGANO, please visit <https://www.organogold.com>

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