

pleasure to be included in the initial discussions in 2021 that helped contribute to them navigating this exciting category safely.

I think eBay's excellent approach to this CBD category launch will set them apart from other e-commerce sites. We had been disappointed by the contrasting situation with Amazon UK. Whilst leaving many compliant sellers of CBD products out in the cold with their invitation-only CBD trial and proving difficult for manufacturers to contact and negotiate with, Amazon UK have still allowed uncompliant CBD products to appear on their platform, including products with test results that show quantifiable amounts of illegal cannabinoids such as CBN.

We hope that consumers shop for CBD products, secure in knowing that eBay is a reputable marketplace that can offer better assurances on product compliance than many other UK retailers selling today, who have been seen in past years selling brands with inaccurate CBD levels and illegal THC levels. We believe that eBay can set a new standard as one of the UK's safest places to buy CBD products."

BRITISH CANNABIS™ Marketing Director, Steve Batchelor, added "There could hardly be a better time for eBay to start selling CBD than now, with all products debuting on the platform due to be successfully through to the next stage of the FSA Novel Foods process and the great things happening on our own brands this Spring.

From the super-premium new look and feel of our revamped flagship brand, CBD by BRITISH CANNABIS™, to the launch of our new national TV campaign and the roll out of our 500mg CBD Dermal Patch innovation, consumers have a range of great choices, available with fast delivery and assured authenticity, directly from our UK operations."

Geographically, shoppers in England and Wales will be able to order CBD via eBay for the first time; however, the programme is unable to sell CBD products to consumers in Scotland and Northern Ireland at this time.

BRITISH CANNABIS™ can be reached on +44 (0) 203 965 2420 or via email at info@britishcannabis.org

BRITISH CANNABIS™ - A UK CBD Industry Original

BRITISH CANNABIS™ is the largest producer, manufacturer, and distributor of legal cannabis-derived products in the UK. They own and operate a unique extraction and purification facility in England and provide analytical testing, bulk extracts, and white label products to the UK market leading brands.

With over a thousand CBD food supplement products, included across no less than 15 thorough applications to the Food Standards Agency, the makers of Canabidol™, ACCESS CBD™ and many successful white label brands are set to bring cannabis-based wellness products to the people for years to come.

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<https://www.ebay.co.uk/str/britishcannabis>

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