

## ASX ANNOUNCEMENT

### VITURA COMPLETES BUILD OUT OF SMOKING CESSATION OFFERING ADDING NEW PRODUCT VERTICAL TO CANVIEW

**9 JANUARY 2024**

Melbourne, Australia – Vitura Health Limited (ASX: VIT) (Vitura and Company) is pleased to announce the addition of prescription only smoking cessation products on CanView in order to support patients in their journey to quit smoking and reduce their dependency on nicotine. These products are also known as nicotine vaping products (NVPs).

#### Sweeping changes announced by the Therapeutic Goods Administration

On 15 December 2023, the Therapeutics Goods Administration (TGA) announced sweeping changes on how NVPs can be accessed. The Australian government has outlined its plan to eradicate NVPs from the market that are not accessed via a prescription as part of a medical strategy to support patients in ceasing smoking or reducing their dependency on nicotine.

From 1 January 2024<sup>1</sup>, the importation of non-prescription disposable NVPs is prohibited, subject to extremely limited exceptions (requiring a license and permit). The ban will apply to disposable NVPs irrespective of nicotine content or therapeutic claims. This means that it is unlawful to import non-prescription disposable NVPs from 1 January 2024.

Also, from 1 January 2024, doctors and nurse practitioners will be able to prescribe NVPs for smoking cessation or the management of nicotine dependence without applying to the TGA for pre-authority or approval through the Special Access Scheme C pathway. This will reduce the administrative burden on prescribers while facilitating legitimate access to prescription only therapeutic NVPs as part of a prescription only medical strategy to support patients in ceasing smoking or reducing their dependency on nicotine.

#### Build out of the Smoking Cessation offering on CanView and market opportunity

In support of the recent and planned changes by the TGA, which is aimed at making all NVPs available only via a medical prescription and dispensed only by a pharmacist, Vitura has added this new vertical to its product supply and distribution ecosystem, CanView. The Company has signed exclusive agreements with a number of leading

<sup>1</sup> <https://www.tga.gov.au/products/unapproved-therapeutic-goods/vaping-hub>



suppliers who currently provide prescription only NVPs to the Australian market which meet the TGA quality standards for supply to patients.

Vitura will utilise its proven first to market approach and expertise demonstrated with medicinal cannabis and psychedelics in the unregistered therapeutic goods market to replicate that success and to support patients in their journey to quit smoking and reduce their dependency on nicotine. A number of smoking cessation products from a range of leading brands are currently available to be ordered by pharmacies on Vitura's product supply and distribution ecosystem, CanView.

Analysts estimate that the Australian nicotine replacement therapy market is worth \$265 million in 2024 <sup>2</sup> however, this does not take account of the recent TGA changes that could potentially expand the market further.

### **Comments on the introduction of a Smoking Cessation offering on CanView**

"In another milestone for Vitura, as a leading digital health company, we are extremely proud to have secured supply and built out the new vertical for the distribution of smoking cessation products on our product supply and distribution ecosystem, CanView. We applaud the TGA for the changes that have been implemented with respect to all vaping products, and we look forward to supporting patients in their journey to quit smoking and reduce their dependency on nicotine.

The smoking cessation product offering is another demonstration of the value that can be created on our CanView ecosystem, further increasing the network effect experienced by those using it. The roll out builds on the wide range of medicinal cannabis and psychedelic products now available through the CanView ecosystem and paves the way for further verticals to be added.

We will continue to update our shareholders on the ongoing success of the smoking cessation offering on CanView in a market that is estimated to be in excess of \$250m in size, and set to grow further on the back of the TGA changes to NVPs in the Australian market," Vitura's Chief Executive Officer and Executive Director, Rodney Cocks said.

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<sup>2</sup> Grand View Research. Market Analysis Report 2023: Australian Nicotine Replacement Therapy Market Size, Share & Trends Analysis Report by Product (Nicotine Replacement Therapy, E-Cigarettes), by Distribution Channel (Online, Offline), and Segment Forecasts, 2024 - 2030



## About Vitura Health Limited (ASX:VIT)

[www.vitura.com.au](http://www.vitura.com.au)

Vitura Health Limited is diversified digital health business listed on the ASX (ASX:VIT) and, via its wholly owned subsidiaries, operates the following businesses:

- [www.burleighheadscannabis.com](http://www.burleighheadscannabis.com)  
Burleigh Heads Cannabis - operates the market leading prescriber, patient, pharmacy and supplier online platform, CanView, which sells and distributes 260+ product SKUs within Australia from 39 international and domestic medicinal cannabis brands.
- [www.canview.com.au](http://www.canview.com.au)  
CanView is being developed to be a complete end-to-end healthcare ecosystem designed to provide doctors, pharmacists and patients with a simple and cost-effective way to facilitate the treatment of patients with increased efficiency and compliance. The CanView system is based on a medicines wholesaling platform which seamlessly brings together a number of disparate SAAS (software-as-a-service) providers including inventory control, invoicing, customer management, reporting and analytics, all linked together through customised integration from third party providers. Underpinning the suite of SAAS elements are a number of bespoke, internally-generated operating procedures and intellectual property assets, supported by the CanView customer support and infield customer engagement teams. Through the integration of the different elements which together make up CanView, the platform provides the best user experience in the industry.

Through the Company's relationships with third party integrators, CanView provides Australian doctors with the ability to integrate their patient management systems directly with the platform and to use their patient information to generate electronic prescriptions within the CanView platform, without the need to input the patient's details. Prescriptions are then sent directly to the CanView patient app where patients can manage their treatment and submit the prescription and subsequent repeats to one of the 3,600+ Australian pharmacies with accounts on CanView for dispensing.

While the Company's current operations focus on the sale and distribution of medicinal cannabis products, Vitura is fully licensed and equipped, via its two state-of-the-art distribution centres in Melbourne and the Gold Coast, to distribute all products under Schedules 2, 3, 4, 8 and 9. The establishment during the year of the Company's joint venture to distribute psychedelic products, including MDMA and Psilocybin, is a timely example of the many opportunities that the Company believes can be seamlessly integrated into its existing digital health platform business.

- [www.doctorsondemand.com.au](http://www.doctorsondemand.com.au)  
The Company owns Doctors on Demand Pty Ltd, a nationwide 24/7 x 365 telehealth platform business that provide innovative primary health solutions to hundreds of thousands of B2C and B2B patients annually. Services include general medical consults, urgent care, medical certificates, pathology referrals, specialist referrals, men's health, women's health, medicated weight loss and smoking cessation.
- [www.cortexa.com.au](http://www.cortexa.com.au)  
The Company owns 50% of Cortexa Pty Ltd, an incorporated joint venture with Canadian-based PharmAla Biotech (CSE:MDMA). Cortexa aims to be the leading supplier of psychedelics, GMP MDMA and GMP psilocybin, for research and therapeutic use in Australia.



- [www.cdaclinics.com.au](http://www.cdaclinics.com.au)  
The Company owns CDA Clinics that undertakes nationwide telehealth consultations with patients seeking access to medicinal cannabis.
- [www.cannadoc.com.au](http://www.cannadoc.com.au)  
The Company owns 75.5% of Cannadoc Health Pty Ltd, a medicinal cannabis clinic business that undertakes nationwide telehealth consultations with patients seeking access to medicinal cannabis.

#### **Authorised by**

Rodney Cocks, Chief Executive Officer and Executive Director

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#### **Forward-looking statements**

This announcement includes forward-looking statements which may be identified by words such as 'anticipates', 'believes', 'expects', 'intends', 'may', 'will', 'could', or 'should' and other similar words that involve risks and uncertainties. These forward-looking statements are based on the Company's expectations and beliefs concerning future events as at the date of this announcement. Forward-looking statements are necessarily subject to risks, uncertainties and other factors, many of which are outside the control of the Company, which could cause actual results to differ materially from such statements. The Company makes no undertaking to update or revise the forward-looking statements made in this announcement to reflect any change in circumstances or events after the date of this announcement.