

ASX ANNOUNCEMENT

AGREEMENT EXECUTED WITH WHOLELIFE PHARMACY GROUP – ONE OF AUSTRALIA’S LEADING MEDICINAL CANNABIS DISPENSING NETWORKS

HIGHLIGHTS

- Vitura Health and one of Australia’s leading pharmacy and health food groups, WholeLife Pharmacy Pty Ltd (**WholeLife**), have executed a technology and product supply services agreement (**Agreement**).
- Under the terms of the Agreement, Vitura will provide the WholeLife Pharmacy & Healthfoods network with a WholeLife branded version of the CanView platform for use by the Group’s extensive network of pharmacies, patients and partner prescribers.
- WholeLife currently works in partnership with one of the nation’s leading holistic health clinics, One Health Clinics Australia based in Cairns, which also provides face-to-face and telehealth consultations to 14,000 patients nationwide.
- The WholeLife branded CanView platform will provide partner prescribers access to prescribe a wide range of products via the CanView platform’s streamlined e-prescribing functionality, supporting dispensing via the WholeLife Pharmacy & Healthfoods group.
- WholeLife Pharmacy & Healthfoods dispensaries will be able to receive prescriptions from the CanView ecosystem and dispense products through the WholeLife branded CanView platform. WholeLife currently has 22 pharmacies with 10 more pharmacies expected to be opened by the end of calendar 2024.
- The WholeLife branded version of CanView is expected to increase the volume of products prescribed and distributed through the CanView platform, and the number of patients and prescribers registered and using the platform’s functionality.
- WholeLife patients will benefit from registering on the WholeLife branded CanView platform and having access to the features of the patient app, including the ability to have all of their relevant prescriptions stored in one place, in app payments and express home delivery of CanView listed products.
- The WholeLife Agreement is further validation of Vitura’s market leading technology and distribution ecosystem, being the second branded deployment of the platform with the backing of two state-of-the-art distribution centres.



22 January 2024

Melbourne, Australia – Vitura Health Limited (ASX: VIT) (**Vitura and Company**) is pleased to announce the execution of a new Services Agreement with Australian-based WholeLife Pharmacy Pty Limited (**WholeLife**), incorporating the network of the WholeLife Pharmacy & Healthfoods franchised stores.

Under the terms of the Agreement, Vitura will provide WholeLife, including its franchisees, with a WholeLife branded version of the CanView platform for exclusive use by WholeLife's network of pharmacies, patients and partnered prescribing doctors and practitioners. The CanView platform will provide the WholeLife pharmacy network with significant benefits, including increases in workflow efficiencies across all participants in the pharmacy group's ecosystem, seamless compliance reporting, and a turnkey operating solution for existing and future WholeLife franchisees.

The Agreement provides Vitura with exposure to WholeLife's growing pharmacy network of 22 stores, in high foot traffic locations and another 10 planned to be opened during 2024.

WholeLife currently works in partnership with one of the nation's leading holistic health clinics, One Health Clinics Australia based in Cairns, which provides local face-to-face and nationwide telehealth consultations specialising in alternative and natural therapies. Working alongside One Health Clinics Australia, the WholeLife Pharmacy network provides medication access to 14,000 patients nationwide.

As part of the Agreement, Vitura, via its wholly owned subsidiary Burleigh Heads Cannabis Pty Ltd), will also distribute WholeLife's newly branded products which will be sold and distributed via the WholeLife branded CanView platform.

The WholeLife branded version of CanView is expected to increase the volume of products prescribed and distributed through the CanView platform, and the number of patients and prescribers registered and using the platform's functionality.

The WholeLife Agreement is further validation of Vitura's market leading technology and distribution ecosystem, being the second branded deployment of the platform with the backing of two state-of-the-art distribution centres.

Comments on the Agreement

In announcing the Agreement, Vitura Health CEO and Executive Director, Rodney Cocks, said:

"We are very pleased to have executed the agreement for technology and product supply via a WholeLife branded version of our CanView platform with Frank and Vince Pappalardo as well as the wider WholeLife business. Since launching the new prescriber and patient functionality of our platform last year, we are excited to see the CanView platform coupled with the nationally scaled distribution operations being favoured as the complete end-to-end solution within the industry. We look forward to working closely with WholeLife to build on their leading position in the industry providing better service through leveraging the many benefits of the CanView platform."

Frank Pappalardo, co-Founder and Director of WholeLife Pharmacy Pty Ltd said:

"We are thrilled to partner with Vitura as a technology and product supply partner including integrating their industry leading CanView platform into our greater WholeLife ecosystem. This agreement provides an end-to-end solution for our patients supporting them to manage their prescriptions and gain access to a wider range of medicines. We believe this ground-breaking agreement supports the evolving needs of our customer base."



Damian Young, CEO, WholeLife Pharmacy Pty Ltd said:

“Partnering with Vitura will help enhance the workflow efficiencies and compliance reporting for our stores while also supporting our patients with a range of alternative health options and natural therapies that align with the WholeLife brand’s holistic vision. CanView provides a turnkey solution for our existing and new franchisees supporting them to deliver positive patient outcomes.”

** ENDS **



About WholeLife Pharmacy Pty Ltd

WholeLife Pharmacy & Healthfoods was founded in Cairns by Frank and Vince Pappalardo after they transformed one of their pharmacies in Pease St, Cairns (North Queensland) in 2011 to embrace a more holistic health focussed concept. The first WholeLife Pharmacy and Healthfoods branded store opened in May 2017. An expanded health foods focused concept, WholeLife Healthfoods Markets, was launched in December 2021.

Today WholeLife Pharmacy & Healthfoods stores are in a wide range of locations around Australia offering an ever-increasing range of pharmacy, health, wellness, and wellbeing products for all Australians.

www.wholelife.com.au

About Vitura Health Limited (ASX:VIT)

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
Burleigh Heads Cannabis operates the market leading prescriber, patient, pharmacy and supplier online ecosystem, CanView, which sells and distributes 350+ therapeutic product and device SKUs within Australia from approximately 40 international and domestic brands.
- 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 4,100+ 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
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
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
The Company owns CDA Clinics that undertakes nationwide telehealth consultations with patients seeking access to medicinal cannabis.
- 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

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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.