



Joint Venture with Leading Australian Men's Health Group to Launch Online Platform

12 November 2024

Highlights:

- Strategic joint venture with a leading Australian men's health group, the Restorative Sexual Health Clinic, for a new online healthcare platform
- Platform to offer medical consultations, therapeutic services, and prescription treatments
- Positions LTR Pharma to tap into the fast-growing global telehealth market
- Launch expected launch in Q1 CY25

LTR Pharma Limited (ASX:LTP) ("LTR Pharma", "the Company") is pleased to announce it has partnered with the Restorative Sexual Health Clinic Pty Ltd (RSHC) to establish an innovative online men's health platform. The joint venture leverages RSHC's expertise in men's healthcare to provide Australian men with convenient access to healthcare professionals, therapeutic services, and prescription treatments.

The joint venture positions LTR Pharma to capitalise on the significant growth in telehealth services and online healthcare delivery.

Market Opportunity

The global telehealth market, valued at over \$140 billion (USD) in 2023, is projected to grow at a compound annual growth rate (CAGR) of 22% through 2032*. This growth is driven by smartphone adoption, improved internet connectivity, and growing acceptance of digital health solutions.

The United States market demonstrates strong momentum in telehealth adoption, with utilisation increasing across all regions. The Australian market has shown similar trends, with particularly strong acceptance of telehealth services for men's health consultations.

LTR Pharma Chairman, Lee Rodne said: *"This joint venture represents a significant milestone in LTR Pharma's strategic commercialisation plan. By partnering with an established leader in men's health services, we are well-positioned to meet the growing demand for accessible healthcare solutions. The online platform will provide a discrete and convenient channel for men to access professional healthcare services and prescribed treatments."*

Restorative Sexual Health Clinic Founder Melissa Hadley Barrett said, *"This partnership aligns perfectly with our mission to provide comprehensive, evidence-based care that enhances men's well-being. The online platform will expand access to our professional services while maintaining the high standards of care that define our face-to-face clinic. We look forward to working with LTR Pharma to deliver innovative healthcare solutions that make a meaningful difference in men's lives."*



Strategic Partnership

The joint venture combines LTR Pharma's pharmaceutical expertise with RSHC's established clinical experience in men's health services. The online platform will offer:

- Professional medical consultations
- Comprehensive therapeutic services
- Prescription and non-prescription treatments
- Integrated health management solutions

The platform is expected to launch in Q1 CY25, providing a new channel for delivering healthcare services to Australian men.

There is no other material information relevant to assessing the joint venture on the value of the share's securities.

* Source: Fortune Business Insights, Global Telehealth Market Report 2024-2032.

-Ends-

This announcement has been approved by the Board of Directors.

About LTR Pharma

LTR Pharma is focused on improving men's health, physically and mentally, through the commercialisation of an innovative nasal spray treatment for Erectile Dysfunction. ED is a pressing health issue for millions of men that can negatively impact self-esteem and relationships, across multiple age brackets. LTR Pharma's lead product SPONTAN® is set apart from existing ED therapies by its mechanism of action – intranasal delivery technology of a PDE5 inhibitor. The nasal cavity is a highly vascular part of the body supporting even and rapid absorption of the drug, empowering it to work within 10 minutes or less. LTR Pharma is proudly aiming to restore greater control over the timing, spontaneity, and enjoyment of sexual experiences.

For further information please contact:

Media enquiries
Haley Chartres
haley@hck.digital

Investor enquiries
Peter McLennan
investors@ltrpharma.com