

15 June 2021

Zelira to launch CBD toothpaste in the United Kingdom (UK) via exclusive distribution agreement with Health House International

Key highlights:

- **Zelira expands distribution of hemp derived CBD oral care products to the United Kingdom (UK) through an exclusive distribution agreement with Health House International**
- **Health House International will purchase and exclusively distribute a minimum US\$250,000 of Zelira's CBD Toothpaste over the first six months of the agreement, and a further US\$250,000 over the second six months**
- **UK launch is a key milestone in Zelira's global growth strategy into new geographies and consumer product segments**

Zelira Therapeutics Ltd (ASX:ZLD, OTCQB:ZLDAF), a global leader in the development of clinically validated cannabis medicines is pleased to announce that it has signed a five year exclusive distribution agreement with Health House International Limited (**ASX:HHI**) (**Health House**) in the United Kingdom (**UK**).

This distribution agreement further expands the availability of Zelira's SprinjeneCBD toothpaste brand beyond the United States of America and into the United Kingdom, a market that represents significant growth opportunities for clinically validated, hemp-derived oral care products.

Zelira Therapeutics Managing Director, Dr Oludare Odumosu commented: "Zelira took a very strategic position in the cannabinoid-based consumer product segment with the successful launch of our first SprinjeneCBD oral care toothpaste product in the US. Health House International has established distribution networks in emerging markets such as the UK, and will be a key channel as we continue to grow our global distribution footprint. Through distribution partners like Health House International, Zelira is able to reach larger market segments and accelerate the delivery of quality CBD oral care products globally."

Health House Chief Operating Officer – UK & Europe , Tony Samios said: "The Zelira CBD toothpaste brand manufactured by Springjene in the US, represents a unique product offering in Oral Healthcare, which adds to Health House's existing range of cannabis products. It is made up of patented formulation of zinc, black seed oil and CBD which are thought to fight conditions like gingivitis and reduce gum inflammation, and to which the addition of CBD could make this even more effective. We are pleased to be able to bring this product into the UK market and distribute it to our range of clients. Test marketing to date suggests very strong interest in this product."

Key terms of the distribution agreement include:

- Commencement date of 14 June 2021
- To retain exclusivity, Health House is required to cumulatively purchase US\$250,000 of Zelira's CBD Toothpaste in the first six months, and cumulatively USD\$500,000 in the first 12 months
- As is usual in such agreements, the distribution agreement can be terminated mutually or when one party fails to perform by either party giving 180 days written notice.

Zelira notes that two of its Directors, Jason Peterson and Harry Karelis, are shareholders in Health House International Ltd, holding approximately 17.3% of total shares on issue between them. Neither Mr Peterson or Mr Karelis individually or together control and are not directors of Health House International Ltd.

Given the revenues to Zelira from the distribution agreement are based on volumes purchased by Health House International, the Company is unable to quantify the total revenue that could be generated from this distribution agreement.

This announcement has been approved and authorised for release by the board of Zelira Therapeutics Limited.

Oludare Odumosu
Managing Director USA

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About Zelira Therapeutics (www.zeliratx.com)

Zelira Therapeutics Ltd (**ASX:ZLD, OTCQB:ZLDAF**) is a leading global therapeutic medical cannabis company with access to the world's largest and fastest growing cannabis markets. Zelira owns a portfolio of proprietary revenue generating products and a pipeline of candidates undergoing clinical development that are positioned to enter global markets. The Company is focused on developing branded cannabinoid-based medicines for the treatment of a variety of medical conditions in its Rx business, including insomnia, autism and chronic non-cancer pain.

The Company has two proprietary formulations under the HOPE™ brand that are generating revenues in Australia, Pennsylvania and have been licensed in Louisiana and Washington D.C. with other states in the US expected to follow. Zelira is also generating revenue in Australia from its proprietary and patented Zenivol™ - a leading cannabinoid-based medicine for treatment of chronic insomnia. Zenivol™ has successfully completed the world's first Phase 1b clinical trial for chronic insomnia where it was found to be a safe and effective treatment. In 2020, Zelira partnered with SprinJene®Natural to develop and commercialise natural and organic oral care products under the SprinjeneCBD brand, as part of Zelira's OTC business. The SprinjeneCBD toothpaste product is the first of several scientifically formulated, hemp-derived, oral care products containing cannabinoids and based on the propriety and patented technology of Blackseed oil and Zinc.

The Company conducts its work in partnership with world-leading researchers and organizations including Curtin University in Perth, Western Australia; the Telethon Kids Institute in Perth; the University of Western Australia, in Perth; St. Vincent's Hospital in Melbourne, Australia; and the Children's Hospital of Philadelphia (CHOP) in the United States.

About Health House (www.healthhouse.com.au)

Health House International is a publicly listed (**ASX: HHI**) international pharmaceutical distributor specialising in, but not limited to, the distribution of medicinal cannabis products across Australasia, United Kingdom and Europe.

The Company is a fully licenced and regulated specialised importer, exporter, consolidator and distributor of medicinal currently distributing 11+ medicinal cannabis products to pharmacies, prescribers, specialist medicinal cannabis clinics and researchers across Australasia. With its Wholesale Dealers and Controlled Drugs licences the Company supplies pharmacies, hospital, government departments, veterinarians and other wholesalers with medicinal cannabis and general pharmaceutical products in the UK and Europe.