



20 February 2023

## Zelira Executive Director Appointed



### MR GREG BLAKE APPOINTED EXECUTIVE DIRECTOR

**Zelira Therapeutics Ltd (ASX:ZLD, OTCQB:ZLDAF)**, a global leader in the development of clinically validated cannabis medicines, is pleased to announce Mr Greg Blake has been promoted from VP - Global Head of Commercial and Partnering to Executive Director effective 20 February 2023.

Mr Blake has been employed by Zelira since 2020. Greg brings extensive commercial and operational leadership experience in the pharmaceutical and biotech sectors both within Australia and internationally. Greg has led the strategic development and commercialisation of a number of products across a range of therapeutic categories. Throughout his near 20 years working in healthcare Greg has built a solid foundation of knowledge across marketing and the entire commercial value chain. His work with Rhythm Biosciences as General Manager led the company through the establishment of the pre-launch critical pathway and commercialisation planning for both domestic and international markets. As Marketing Lead (Europe) with Mundipharma International, Greg successfully led 26 European countries through the pre-launch and launch phases for a novel pain medication. Greg has held leadership roles at large multinationals (J&J and CSL) and publicly-listed biotech start-ups.

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

For further information  
please contact

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**Zelira Therapeutics Ltd (ASX:ZLD, OTCQB:ZLDAF)** Zelira is a leading global biopharmaceutical company in the research, development and commercialisation of clinically validated cannabinoid-based medicines. Zelira owns a portfolio of proprietary revenue generating products and a pipeline of candidates undergoing clinical development positioned to enter global markets. The Company is focused on developing and clinically validating branded cannabinoid-based medicines in its prescription [Rx] business for the treatment of a variety of medical conditions including insomnia, autism and chronic non-cancer pain as well as offering over the counter [OTC] products.

Zelira's Rx business generates revenue from two proprietary medications, HOPE® and ZENIVOL®. The Company has two proprietary formulations under the HOPE® brand that are generating revenue in Australia, Washington, D.C., Pennsylvania and Louisiana.

Zelira is also generating revenue in Australia from its proprietary and patented ZENIVOL® – the world's first clinically validated cannabinoid drug for treatment of chronic insomnia. Zelira will also be expanding commercialisation of ZENIVOL® into Germany via its German commercialisation partner Adjupharm GmbH following recent approval from German regulatory authority BfArM.

Zelira's OTC products in the oral and dermatology health care sectors are also generating revenue. Zelira, in partnership with SprinJeneCBD, launched a full line of oral care products, currently generating revenue in the US. The SprinJeneCBD toothpaste product is the first of several scientifically formulated, hemp-derived, oral care products containing cannabinoids, blackseed oil and zinc utilising proprietary and patented technology. Zelira also launched in 2021 the RAF FIVE™ brand, which consists of five OTC acne treatment products using a proprietary formulation incorporating cannabidiol (CBD).

Zelira has developed Enhanced Distillate Capture and Dissolution Matrix (EDCDM) technology under the brand name Zyraydi, that solves the problem of non-uniformity and separation of cannabinoid from powder bed, opening new ways to develop pharmaceutical grade solid oral dosage forms such as capsules and tablets. Zelira will be assessing opportunities for commercialisation of this technology.

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

For further information, please visit: [zeliratx.com](https://www.zeliratx.com)



## Appendix 1

### Schedule 1: Summary of Key Terms and Conditions of Engagement

|                                |  |
|--------------------------------|--|
| <b>Name</b>                    | Greg Blake   |
| <b>Position</b>                | Executive Director   |
| <b>Status</b>                  | Employee   |
| <b>Termination</b>             | Retire by rotation   |
| <b>Fee / Salary</b>            | \$245,000 pa   |
| <b>Superannuation</b>          | \$25,725 pa  |
| <b>Leave</b>                   | 20 days  |
| <b>Performance based bonus</b> | <ol style="list-style-type: none"><li>1. will be at the discretion of the Company</li><li>2. may be subject to obtaining any applicable regulatory approvals</li><li>3. will not be more than 30% of the Base Salary</li></ol>   |
| <b>Reporting to</b>            | Board / Shareholders   |
| <b>Long Term Incentives</b>    | Issued under the Employee Share Option plan on 11 September 2020:<br><br>22,858 - unlisted options expiring 11/09/2023 @ \$17.50<br>22,858 - unlisted options expiring 11/09/2023 @ \$26.25<br>22,858 - unlisted options expiring 11/09/2023 @ \$35.00<br>22,858 - unlisted options expiring 11/09/2023 @ \$49.00<br>22,858 - unlisted options expiring 11/09/2023 @ \$52.50 |
| <b>Other Benefits</b>          | Indemnity & Access Deed<br><br>D&O Insurance   |