

13 June 2024

ASX Announcement

Firebrick Launches Nasodine in Singapore

- **Nasodine® Nasal Spray is now available for sale online in Singapore**
- **Consumer advertisements have been approved by Singapore's Health Sciences Authority (HSA)**
- **Nasodine will be promoted as the nasal spray that kills germs**

Firebrick Pharma Limited (ASX:FRE) (Firebrick, Company) is proud to announce that its product, Nasodine® Nasal Spray ("Nasodine"), is now available for sale in Singapore.

Customers will be able to order the product through Firebrick's new website dedicated to support Singapore sales: www.nasodine-sg.com

In Singapore, Nasodine is classified as a topical antiseptic and does not require approval or licensing by Singapore's Health Sciences Authority (HSA) before sale¹. However, any advertisements to Singapore consumers need prior approval by the HSA. Firebrick received approval from the HSA for its consumer advertisements on 12 June 2024.

Nasodine will be the first PVP-I nasal spray available in the region and therefore represents a "first-in-class" product.

Nasodine will be promoted in Singapore as "The nasal spray that kills germs". The main promotional claims will be that it can help defend against the daily threat of germs in situations such as commuting, socialising, working and travelling.

The Company recently announced the availability of Nasodine in the USA as a nasal cleanser, with no therapeutic or germicidal claims (ASX announcement 17 April 2024). In contrast in Singapore, Nasodine can be actively promoted for its germ-killing properties.

"We believe that Nasodine will be a valuable product in the wake of the COVID pandemic because of increased awareness and concern about nasal germs," said Firebrick Executive Chairman, Dr Peter Molloy.

Initially, Nasodine will only be sold in Singapore online and Firebrick has engaged a Singapore-based marketing agency to manage the online social media promotional campaign. In the future, the product may also be sold through pharmacies and may attract pharmaceutical marketing partners.

The online retail price of Nasodine is SGD 24.99 (approx. A\$28) per 25 mL bottle. More information about the product and its availability is provided in the Q&A below or can be found on the website (nasodine-sg.com).

¹ Topical antiseptics are not subject to approval and licensing by HSA for their importation, manufacture and sale in Singapore: <https://www.hsa.gov.sg/topical-antiseptics/overview>

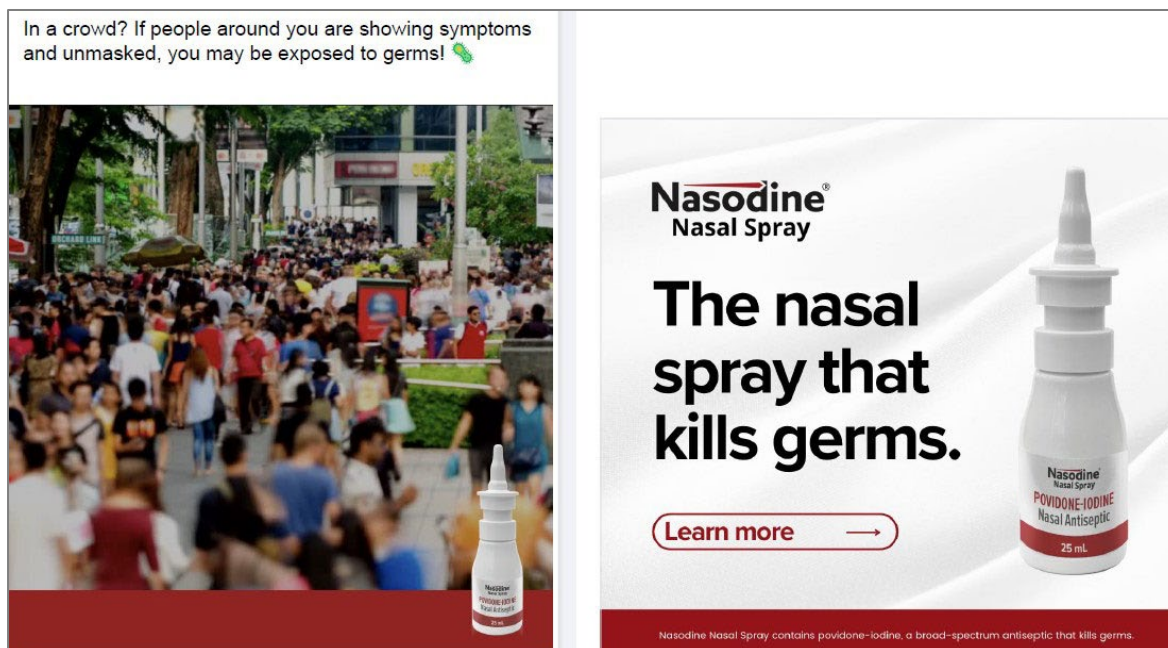
This announcement was authorised for release by the Board of Firebrick Pharma Limited.

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More information about the launch of Nasodine in Singapore: Q&A

Q. As a topical antiseptic nasal spray, what claims can be made?

A. The main claim will be that it is “The nasal spray that kills germs” and that it contains the broad-spectrum antiseptic, povidone-iodine. It will be promoted for use by consumers in situations where they are exposed to germs. It will not be promoted as a treatment for colds or any other illness. Here is an example of one the HSA-approved advertisements:



In a crowd? If people around you are showing symptoms and unmasked, you may be exposed to germs!

Nasodine[®]
Nasal Spray

The nasal spray that kills germs.

Learn more →

Nasodine Nasal Spray contains povidone-iodine, a broad-spectrum antiseptic that kills germs.

Q. How is it used, who can use it and are there any restrictions on its use?

A. Nasodine is recommended to be applied as 3-4 sprays per nostril, up to 4 times daily. It can be used by adults and children older than 12. People with thyroid disease should consult a doctor before use. See the website for more information: www.nasodine-sg.com

Q. What do you expect the level of sales to be from Singapore?

A. We are not providing sales forecasts for Nasodine but we are optimistic, given that it is the first PVP-I nasal spray in Singapore and that it can be imported into other countries.

Q. Can Australians buy Nasodine from Singapore?

A. Nasodine is not approved in Australia but can be legally imported into Australia for personal use under the Personal Importation Scheme:

<https://www.tga.gov.au/products/unapproved-therapeutic-goods/personal-importation-scheme>

About Firebrick (ASX:FRE)

Firebrick Pharma is a pharmaceutical innovator focused on developing and commercialising novel formulations and uses of povidone-iodine. The Company has successfully developed a povidone-iodine nasal spray (Nasodine® Nasal Spray) and filed international trademarks and multiple patents on the product. The Company has also completed six clinical trials for the nasal spray, which have affirmed the product's safety and generally supported its efficacy as an antimicrobial nasal spray with utility in a range of clinical settings. Firebrick is now commercialising Nasodine in international markets.

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