



ASX Announcement

1 November 2018

## **Creso to launch its first medical cannabis product in Brazil**

### **Highlights:**

- **Creso signs an import agreement with MedDepot Brasil for the import and delivery of its first medicinal cannabis product in Brazil**
- **Creso initiates its marketing and sales activities with its Brazilian partner SIN Solution with prescribing physicians**
- **cannaQIX®50 is Creso's first medicinal cannabis product being made available in Brazil, for the treatment of patients with neuropathic and cancer related pain**

**Creso Pharma Limited** (ASX:CPH, the “Company” or “Creso”) is pleased to announce that it is commenced the importation and sale of its medicinal cannabis product, cannaQIX®50 to patients in Brazil through its importation representative partner MedDepot Brasil. cannaQIX 50® is designed for patients suffering from chronic pain and in particular with chronic pain related to neuropathic and cancer diseases and is classified as “medicinal cannabis under medical prescription” in Brazil.

For this purpose Creso signed an importation and direct to patient delivery agreement with MedDepot Brasil, with a contracted term of 3 years.

MedDepot Brasil is an established Brazilian company based in San Paulo, Brazil and is associated with the SR Group, a North American group with headquarters in Miami with strong performance in the global distribution of medicines. MedDepot Brazil specializes in the importation of medicines that are not commercialized in Brazil, facilitating patient access to imported medicines at all stages in the process, from monitoring the initial request to the ultimate delivery in the hands of the patient.

With its existing relationships with patients, doctors, clinics, hospitals, insurers, pharmacies, distributors, clinical research laboratories and government agencies within Brazil and its knowledge and experience with the relevant laws and regulations in-country, MedDepot Brasil is an ideal strategic partner for Creso's entry into the Brazilian market.

Sales and marketing efforts in Brazil will be supported by Creso's established partnership with SIN Solution, who will engage in the sales and marketing of Creso's products through its well established Call Center Service. SIN Solution is a Brazil based company that specialised in the market-access sales, doctors and patients support for health care products in Brazil and across Latin America. It has direct access to more than 350,000 health professionals and over 200,000 patients.



In addition SIN Solution works with a number of high-profile commercial partners in Brazil and beyond, including Johnson & Johnson, GSK, Takeda, Shire, Novartis and Galderma, Ache do Brazil and Danone.

The first focus of its marketing, sales and patient support activities will be in the big agglomerations of Sao Paulo, Rio de Janeiro, Curitiba (Parana) with a total population of over 22 million people. Main addressees are doctors in oncology and neurology and an expected number of patients over 50'000.

“SIN Solution is in a good position to provide the marketing / sales services combined with the needed doctors and patients’ support in this new evolving area” says Sergio Rigueto Director Partner of SIN Solution. “The Marketing and Sales services combined with doctors’ and patients’ support which SIN Solution can provide are very innovative and provide an added value to all stakeholders involved” says Alessandra Cesar Director Partner of SIN Solution.

Creso’s Co-founder and CEO Dr. Miri Halperin Wernli, said: “We are very excited about the launch of our first medicinal cannabis product in Brazil through our partnerships with MedDepot Brasil and SIN Solution.

“We see that there is a great unmet need in the areas of neuropathic pain and pains related to cancer and other neurologic diseases in Brazil and we believe both MedDepot Brasil and SIN Solution are well placed to ensure our successful launch in the region.”

The LatAm market is key for Creso, and a successful launch of its products in Brazil will put the Company in a prime position to expand its products to surrounding LatAm countries.

### About cannaQIX® 50

cannaQIX®50 is Creso’s proprietary buccally formulated cannabidiol (CBD) lozenge which is designed to support the management of chronic pain.

Each cannaQIX® 50 lozenge contains 50mg of CBD from full spectrum hemp plant extracts along with niacin, vitamins B6, B12, C, and zinc in a standardised pharma-grade formulation produced in Switzerland.

cannaQIX® 50 comes in packs of 30 lozenges in a proprietary delivery formulation designed for buccal absorption and to dissolve in the mouth. This method works faster and more efficiently than tablets or capsules which need to be swallowed and have a high percentage of their ingredients broken down when absorbed through the intestine and passed first through the liver. By being dissolved in the mouth, the active ingredients enter the blood stream directly, avoiding this first pass through the liver.





The standardized, user-friendly strength and formulation allows precise dosage control, ensuring a reliable and stable effect.

The cannaQIX® range has been developed to Good Manufacturing Practice standards and is produced in Switzerland by Creso's partner, Swiss-based food and pharma development company, Domaco, Dr. med Aufdermaur AG (Domaco) to the highest Swiss quality with a "Swiss Made" label.

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**About Creso Pharma Ltd ([www.cresopharma.com](http://www.cresopharma.com))**

Creso Pharma brings the best of cannabis to better the lives of people and animals. It brings pharmaceutical expertise and methodological rigor to the cannabis world and strives for the highest quality in its products. It develops cannabis and hemp derived therapeutic, nutraceutical, and life style products with wide patient and consumer reach for human and animal health. Creso uses GMP development and manufacturing standards for its products as a reference of quality excellence with initial product registrations in Switzerland. It has worldwide rights for a number of unique and proprietary innovative delivery technologies which enhance the bioavailability and absorption of cannabinoids.

**About Med Depot Brasil ([www.meddepotbrasil.com](http://www.meddepotbrasil.com))**

Med Depot Brasil is a Brasil based company associated with the SR Group, a North American group with headquarters in Miami and strong performance in the global distribution of medicines. It is based in Sao Paulo, Brasil. It has a potent structure with global access and expertise to take care of all steps involving the purchase of imported medicines, monitoring from the request to the delivery in the hands of the patient.

**About SIN Solution ([www.sinsolution.com](http://www.sinsolution.com))**

SIN Solution is a Brasil based company that specialised in the market-access, sale and distribution services of health care products in Brasil and across Latin America.

It has access to more than 350,000 health professionals and over 200,000 direct patient contacts in the region. SIN Solution has an extensive commercial network, working with a number of high-profile commercial partners across the food manufacturing and pharmaceutical industries including global medical device, pharmaceutical and various consumer goods manufacturers Johnson & Johnson, GSK, Takeda, Shire, Novartis and Galderma, Ache do Brasil and Danone.



### **Forward Looking statements**

This announcement contains forward-looking statements with respect to Creso, and their respective operations, strategy, investments, financial performance and condition. These statements generally can be identified by use of forward-looking words such as "may", "will", "expect", "estimate", "anticipate", "intends", "believe" or "continue" or the negative thereof or similar variations. The actual results and performance of Creso could differ materially from those expressed or implied by such statements. Such statements are qualified in their entirety by the inherent risks and uncertainties surrounding future expectations. Some important factors that could cause actual results to differ materially from expectations include, among other things, general economic and market factors, competition and government regulation. The cautionary statements qualify all forward-looking statements attributable to Creso and persons acting on its behalf. Unless otherwise stated, all forward looking statements speak only as of the date of this announcement Creso does not have any obligation to update such statements except to the extent required by applicable laws.

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