



ASX Release

20 November 2019

Update on Global Launch Strategy for HOPE® Range of Products

- HOPE® is a family of revenue generating proprietary medicinal cannabis formulations owned by Ilera Therapeutics and formulated for symptoms associated with Autism Spectrum Disorder
- The proposed merger with Ilera Therapeutics will provide Zelda shareholders with access to the HOPE® portfolio
- HOPE® successfully launched in Pennsylvania in May 2019 and has shown strong revenue growth.
- Plans are underway to launch HOPE® in multiple US States and into global markets from early 2020
- Zelda on track to generate revenues in 2020 marking its transition from a research stage to commercialisation stage company

Zelda Therapeutics Limited (ASX: ZLD, OTCQB: ZLDAF) (“Zelda”) is pleased to provide a market update on the global launch strategy for the HOPE® range of medicinal cannabis products, which will be acquired as part of the merger with Ilera Therapeutics.

Background

HOPE® is a family of revenue generating medicinal cannabis formulations developed and owned by Ilera Therapeutics. HOPE® consists of two proprietary medicinal cannabis formulations developed as pharmaceutical-grade products specifically formulated to address specific patient concerns associated with Autism Spectrum Disorder.

The HOPE® (HOPE 1 & 2) products were launched by Ilera Healthcare LLC (“Ilera Healthcare”) in Pennsylvania in May 2019 with the support of *HOPE Grows for Autism*, a leading autism advocacy group based in Pennsylvania. Ilera’s unique ‘Launch and Learn’ strategy was then deployed to collect patient data. Feedback from patients has consistently shown success with and acceptance of HOPE®.

Since launch, HOPE® has established itself as the top selling formulated medicinal cannabis product in Ilera Healthcare’s portfolio.

The rights to all HOPE® products are owned by Ilera Therapeutics (to be merged with Zelda), while Ilera Healthcare/ TerrAscend have been granted an exclusive license to sell HOPE® in Pennsylvania.

Zelira's Global Launch Strategy for HOPE®

Zelda recently announced its intention to merge with Ilera Therapeutics to create a leading medicinal cannabis company that will be rebranded Zelira Therapeutics ("Zelira"). If approved by shareholders, the merged company will have operations based in Australia and the United States that will provide unique access to the world's largest and fastest growing medicinal cannabis markets.

A key priority for Zelira post-merger will be to launch HOPE® into global markets from early 2020, with the aim of generating revenues in the first half of the year.

In the United States, Zelira's strategy will be to license HOPE® into multiple states using a virtual distribution model.

In ex-US markets, Zelira will leverage its existing network of suppliers and distributors to market HOPE® in different countries. These include Germany, Australia and the United Kingdom, which together represent the fastest growing global markets. Zelira has already established a strategic partnership with German-based HAPA pharm BV to supply pharmaceutical-grade medicinal cannabis formulations for its clinical trials. Similarly, Zelira has also built relationships with companies to distribute its products in each of these countries.

Zelda/Zelira expects to confirm supply, distribution and licencing agreements for HOPE® in global markets over the coming quarter.

Zelira's Strategy to Augment 'Launch, Learn and Develop' for HOPE®

Zelda's long-term commitment to the development of medicinal cannabis medicines to improve treatment options for children with autism complements Ilera Therapeutics efforts with HOPE®.

Zelda has previously undertaken a pilot clinical study in Chile to assess the efficacy of medicinal cannabis formulations in children diagnosed with autism. More recently, Zelda has funded one of the world's largest observational studies to assess the real-world use and impact of medicinal cannabis in children with autism spectrum disorder. Both studies have provided evidence that treatment with medicinal cannabis can improve behaviours associated with autism. Data collected from these studies is being used to guide the design of an interventional trial aimed at assessing the efficacy of different cannabis formulations to treat autism.

This outcome highlights the power of Zelira's 'Launch, Learn and Develop' model to simultaneously generate revenues and data that informs the design of clinically validated products to best meet patient needs.

Tim Slate
Company Secretary

About Zelda Therapeutics (www.zeldatherapeutics.com)

Zelda Therapeutics Ltd is an Australian-based bio-pharmaceutical company developing a range of cannabinoid-based formulations for the treatment of a variety of medical conditions. The Company is undertaking:

- **Human clinical trial programs** focused on insomnia, autism and opioid reduction with activities in Australia and the USA.
- **Pre-clinical research programs** examining the effect of cannabinoids in breast, brain and pancreatic cancer as well as research examining the potential for cannabinoids to treat diabetes-associated cognitive decline.

The company conducts this work in partnership with world-leading researchers and organisations including Complutense University in Madrid, Spain; 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.

Zelda has also formed a strategic partnership with European medicinal cannabis group HAPA Pharm BV, to access HAPA pharm's EU-GMP grade manufacturing capabilities and accessing its German distribution network providing a credible and rapid path to commercialisation for successful clinically validated formulations.

On 9 October 2019, Zelda announced plans to merge with Ilera Therapeutics (Ilera), a privately held medicinal cannabis and cannabinoid science company based in the United States, which will be renamed Zelira Therapeutics Limited (Zelira). Subject to approval from Zelda shareholders, and all conditions of sale being met, Zelda is proposing to acquire 100% of Ilera Therapeutics through an all-scrip transaction.

The merger creates a leading global therapeutic medicinal cannabis company with access to the world's largest and fastest growing cannabis markets. The merger will bring together a world-class portfolio of revenue generating medicines and products undergoing clinical development that are expected to enter the market from 2020.

About Ilera Therapeutics LLC

Ilera Therapeutics LLC is a US-based company established by a team of experienced executives in the global bio-pharmaceutical sector. The Company is based in Pennsylvania and engaged in the development and formulation of proprietary, branded cannabis products and cannabinoids science focused on targeted medical and other indications.

The Team developed two proprietary formulations (HOPE®) already launched and generating revenues in Pennsylvania, has lab capabilities to develop formulations in Pennsylvania and Louisiana with ability to conduct clinical trials and is establishing a national footprint across the US for the licensing of its products. The company also has a partnership with Ethicann for the development of a proprietary product, CAN-001, which is being developed for the treatment of chemotherapy-induced nausea and vomiting (CINV), which occurs in approximately 80% of the new 23.6 million cases of cancer annually worldwide.

Address

Level 26
140 St Georges Terrace,
Perth Western Australia 6000
Tel: +61 8 6558 0886
Fax: +61 8 6316 3337
E: enquiries@zeldatherapeutics.com
W: www.zeldatherapeutics.com
ACN 103 782 378

Contacts

Dr Richard Hopkins
Managing Director
+61 405 656 868
rhopkins@zeldatherapeutics.com

Directors

Dr Richard Hopkins
Mr Harry Karelis
Dr Stewart Washer
Ms Mara Gordon
Mr Jason Peterson

Tickers

Australia (ASX): ZLD
USA (OTCQB): ZLDAF

Monsoon Communications

Rudi Michelson
+61 3 9620 3333
rudim@monsoon.com

Ordinary Shares

758,841,934

Options

83,596,667