



# ZELIRA THERAPEUTICS

A GLOBAL BIOPHARMACEUTICAL COMPANY  
DEVELOPING AND MARKETING CLINICALLY VALIDATED  
CANNABIS MEDICINES

ASX: ZLD  
OTCQB: ZLDAF  
[WWW.ZELIRATX.COM](http://WWW.ZELIRATX.COM)



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# COMPANY OVERVIEW

*A global biopharmaceutical company developing, and marketing clinically validated cannabis medicines.*



## Global markets strategy

US, Australia and EU footprint to rapidly access the largest, most profitable & fastest growing cannabis markets.



## Clinical validation focus

Leading pipeline of products in clinical development for insomnia, chronic pain and autism.



## Global product launch

Multiple branded products targeting consumer and pharmaceutical markets set-to launch globally in 2H 2020.



## Fast tracking commercialisation

Disruptive 'Launch, Learn, & Develop' model facilitates rapid commercialization.



## Revenue generating

Maiden revenues generated from first US licensing deal in Q1, 2020.



## Premium product

Manufacturing Partner-EU GMP Certified.



# INVESTOR HIGHLIGHTS



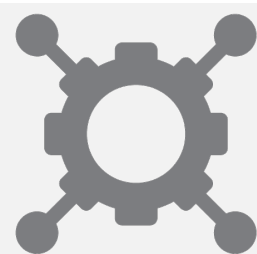
Global access to the world's largest and fastest growing cannabis markets



Early mover advantage addressing need for clinically validated cannabis medicines



Leading portfolio of validated products launching in 2020



Marketing strategy focused on differentiated high-margin branded products



On-track for revenues from US-based licensing deal and global sales in 2020



# “LAUNCH, LEARN & DEVELOP” FOR RAPID COMMERCIALISATION

## LAUNCH

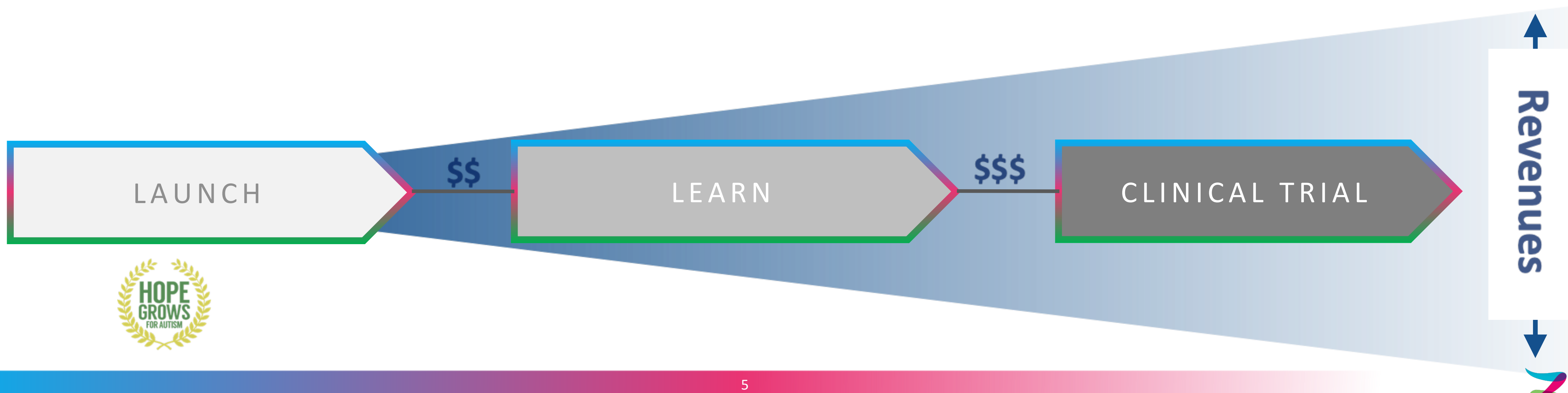
- Generate proprietary formulations
- Launch products in global markets
- Rapid path to revenues
- Low Capex model

## LEARN

- Collect real-world patient data
- Refine product to meet patient needs
- Real-time response to market

## DEVELOP

- Patient data informs and de-risks design of clinical trial
- 43.5% costs reimbursable via Australian R&D rebate program
- Supports path to registration





# ZELIRA'S GLOBAL COMMERCIALISATION STRATEGY

## VALUE ADDING

- Clinically validated/Real World Data
- Proprietary formulations
- GMP-grade
- IP protection
- **Branded**

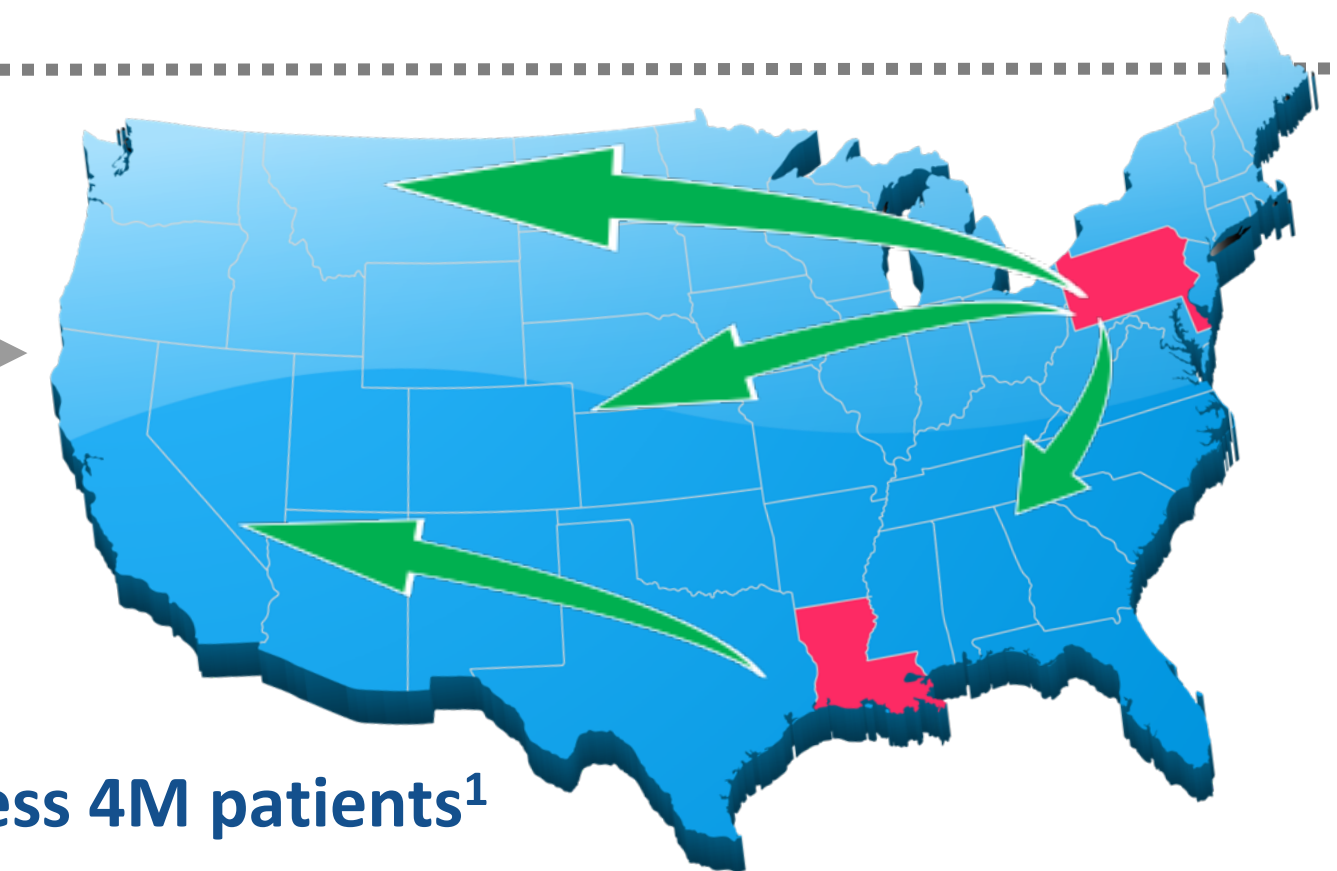
**Branding Attracts  
Price Premium**

**Revenues from Global  
Distribution/Licensing**



***Licensing (IP)***

Licensing strategy to access  
legal US market



Access 4M patients<sup>1</sup>

1. Prohibition Partners: North American Report 2019



# GLOBAL MARKET OPPORTUNITIES

## AUSTRALIA



**25M**  
2019 population

**11K**  
Registered medical  
cannabis patients<sup>1</sup>

**30-50K**  
Forecast patient  
numbers end of 2020<sup>1</sup>

**\$150M**  
Market sales: 2020<sup>1</sup>  
(Growth rate: 400% )

## GERMANY



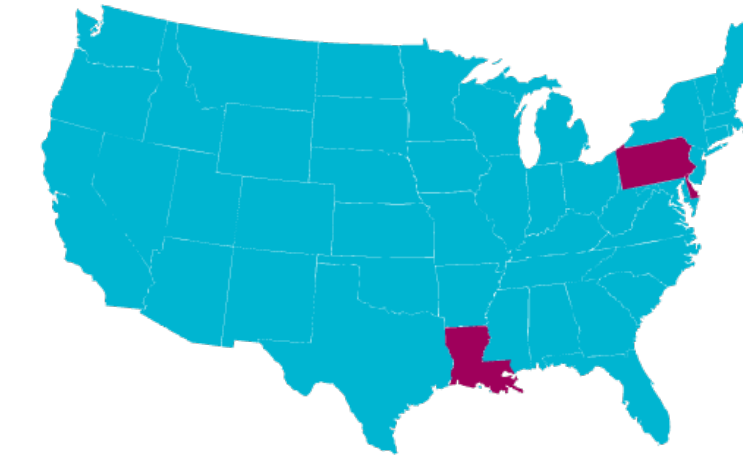
**83M**  
2019 population

**65K**  
Registered medical  
cannabis patients<sup>2</sup>

**90%**  
Population covered  
by private health  
insurance

**\$195M**  
Market sales:2019<sup>3</sup>  
(Growth rate: 74%)

## USA



**330M**  
2019 population

**4M**  
Registered medical  
cannabis patients<sup>4</sup>



Pennsylvania  
**306K**  
patients<sup>5</sup>

Louisiana  
**5K**  
patients<sup>6</sup>

**\$450M**  
Market sales: 2019<sup>7</sup>  
(Growth Rate: 158%)

1. Fresh Leaf Analytics: Australian Medicinal Cannabis Market Q1 2020, 2. Prohibition Partners: European Cannabis Report 5<sup>th</sup> Edition 2020, 3. <https://mjbizdaily.com/germanys-medical-cannabis-market-loses-momentum-but-on-pace-to-surpass-100-million-euros/>, 4. Prohibition Partners: North American Report 2019, 5. Pennsylvania Department of Health 2-year report of Medicinal Cannabis 2020, 6. <https://www.mpp.org/issues/medical-marijuana/state-by-state-medical-marijuana-laws/medical-marijuana-patient-numbers/>, 7. <https://www.insurancejournal.com/news/national/2020/01/16/555143.htm>



# MULTIPLE PRODUCT LAUNCHES PLANNED FOR 2020





# HOPE™ FOR AUTISM



## AUTISM MARKET

- Autism affects 1.5% children<sup>1</sup>
- Only 2 FDA approved drugs for Autism
- Significant side-effects
- Global Therapeutic Market \$3.2B<sup>2</sup>

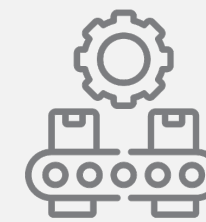
## HOPE™ FOR AUTISM



- HOPE™ developed with and for the Autistic community
- Survey suggests HOPE™ improves autism-related behaviors



Revenues: Licensed in Pennsylvania & Louisiana  
(Deal Structure: Upfronts + double digit royalty)



Manufacturing agreement for Australia: Tasmanian Alkaloids



Distribution Agreement for Australia: Health House



**LAUNCH IN AUSTRALIA IN Q3 2020**

1. Center for Disease Control and Prevention. Autism Spectrum Disorder: Data & Statistics. Accessed December 14, 2017 (<https://www.cdc.gov/ncbddd/autism/data.html>) 2. <https://www.medgadget.com/2019/12/autism-spectrum-disorder-therapeutics-market-size-growth-analysis-insights-and-forecast-2019-2026.html>



# ZENIVOL™: WORLD'S FIRST CLINICALLY VALIDATED CANNABIS DRUG FOR CHRONIC INSOMNIA



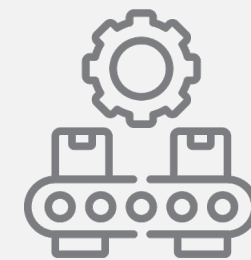
## INSOMNIA MARKET

- 30% of adults report symptoms of insomnia<sup>1</sup>
- US Insomnia Market: US\$4 Billion by 2021<sup>2</sup>
- Current medications limited by side-effects

## ZENIVOL™: PATH TO MARKET



- Phase 1B/2A clinical trial confirmed Zenivol™ safe, efficacious and improved quality of life
- 36% Reduction in Insomnia Symptoms



Manufacturing agreement for Australia:  
Tasmanian Alkaloids



Distribution Agreement for Australia: Health House



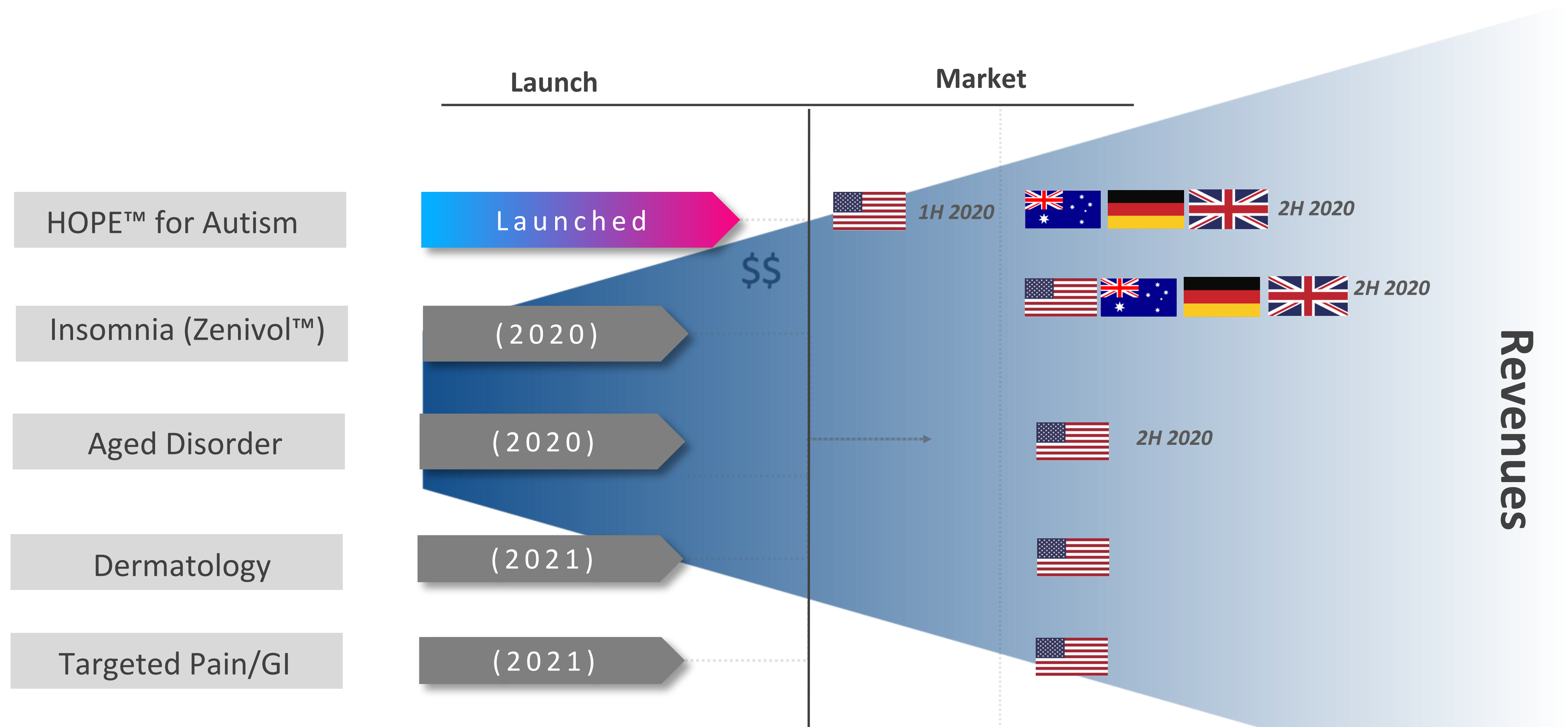
**LAUNCH IN AUSTRALIA IN Q3 2020**

1.Roth, T. (2007). Insomnia: definition, prevalence, etiology, and consequences. *Journal of Clinical Sleep Medicine*, 3(5 Suppl), S7–10., 2. <https://www.marketsandmarkets.com/Market-Reports/us-insomnia-market-55727597.html>

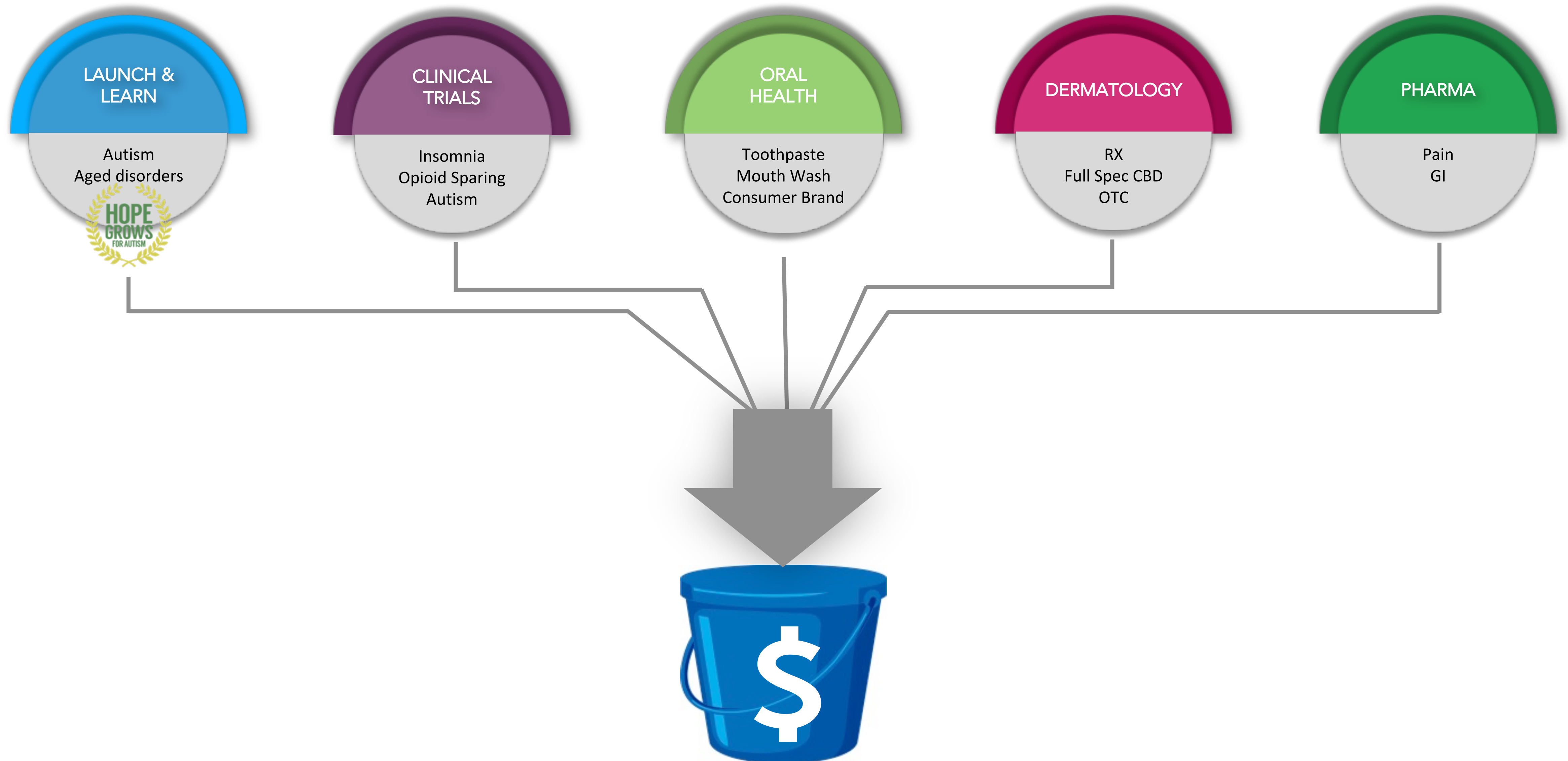


# RICH PRODUCT PIPELINE LAUNCHING IN 2020

*On-track to launch 5 products in 2020*



# ZELIRA'S FIVE SOURCES OF REVENUES





# CORPORATE SNAPSHOT

## FINANCIALS (as at 8<sup>th</sup> July 2020)

	AUD\$
Share Price	\$0.058
52w Range	\$0.022 - 0.091
Current shares on issue	966m
Market Capitalisation	56m
Cash (March 2020)	\$4.02m
Cash Burn (2019FY)	\$2.6m

## CAPITAL STRUCTURE (Fully Diluted<sup>2</sup>)

Structure		Major Shareholders	
Directors Holdings:	37%	Ilera Investors	44%
Top 20 Shareholders:	72%	Jason Peterson	5.3%
Employee Options:	95m	Harry Karelis	3.8%
		Merchant Fund	1.2%

2. Fully Diluted: Assuming performance shares issued

## SHARE PRICE (as at 8 July 2020)

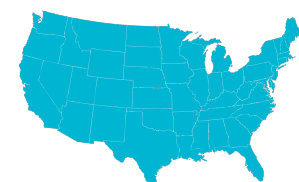
Zelira Therapeutics Ltd Chart





# GLOBAL BOARD OF DIRECTORS

## UNITED STATES



### Osagie Imasogie: Chairman

- Over 30 years in the field of law, finance, business management, healthcare and the pharmaceutical industry.
- Co-founder and the Senior Managing Partner of PIPV Capital, a Private Equity Firm focused on the Life Sciences vertical.
- Chairman and Founder of Ilera Healthcare, iCeutica, Inc., Churchill Pharma, Ception Therapeutics Inc. and Trigenesis Therapeutics Inc.



### Lisa Gray: Director

- Served as COO for GlaxoSmithKline (“GSK”) Pharmaceuticals Ventures.
- Co-Founder and Vice Chair of Ilera Healthcare, and lead on the sale of this business to TerrAscend (TER.CN).
- Vice Chair for Ilera Holistic Healthcare and Ilera Therapeutics.
- Co-Founder and Managing Partner of PIPV Capital.



### Dr Oludare Odumosu: CEO & Managing Director USA

- Post-clinical development of Iroko Pharmaceutical’s Zorvolex® Tivorbex® and Vivlodex® through FDA approvals and successful US market commercialization.
- Founding COO of Ilera Healthcare. Ilera healthcare was acquired by TerrAscend for up to \$225M in 2019. CSO/EVP of Ilera Therapeutics

## AUSTRALIA



### Harry Karelis: Vice Chairman

- Founding Director/Shareholder of numerous ASX-listed companies including in the global medicinal cannabis sector.
- +25 years corporate/finance experience, specialising in med-tech private equity investing
- Co-founder corporate advisory & investment firm Gemelli Group



### Jason Peterson: Director

- Founder, Director and Head of Corporate at Stock Broking and Corporate Advisory firm, CPS Capital.
- Founding Director/Shareholder of numerous ASX-listed companies including in the global medicinal cannabis sector.
- +25 years of experience in the financial advisory sector.



### Dr Richard Hopkins: CEO & Managing Director Ex-USA

- Experienced bio- pharmaceutical executive.
- 19 years in corporate leadership roles. CEO/MD of 3 biotechnology companies.
- Involved in multiple pharma licensing deals generating >\$12m in revenues
- Co-founder of Phylogica.



# UPCOMING MILESTONES

✓ Phase 2 Insomnia Trial - Successfully achieved primary and secondary endpoints.

✓ Phase 1 Dose Escalation Chronic Pain Trial Fully recruited.

✓ Manufacturing agreement for Insomnia HOPE™ Products

✓ Licensing deal for third party to fund new pain trial in retired athletes

Results from Phase 1 Dose Escalation trial in Chronic Pain Patients

Launce HOPE™ Grows for Autism (Q3 2020 in Australia and Louisiana)

Launch Zenivol™ Insomnia product Q3 in Australia

Additional US licensing deals for HOPE™ and Zenivol™ (Q3 2020)

Aged Disorder product launches 2H 2020 in US





***ZELIRA THERAPEUTICS OFFERS INVESTORS EXPOSURE TO A RAPIDLY  
EMERGING GLOBAL INDUSTRY AT VERY ATTRACTIVE VALUATIONS AND  
SIGNIFICANT VALUE DRIVERS OVER THE NEXT 3-18 MONTHS***

