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FOR PUBLIC RELEASE

**Rua Bioscience continues Australian expansion.**

Tairāwhiti, New Zealand – Rua Bioscience is continuing to expand its offering in Australia, one of the largest medicinal cannabis markets in the world.

With company licences and distribution channels established in 2023, Rua successfully launched into this key market last September with a dried flower product.

It has now extended the range with the introduction of full spectrum oil products and liquid vaporisation cartridges.

“Australia has always been an important focus for us,” said CEO Paul Naske.

“Now that we have a broader range of products available in Australia, we are well positioned to develop a strong sales presence and build the Rua brand there.”

This push into Australia is supported by Rua’s recent appointment of their first Australian-based Chief of Sales and Marketing, to drive growth and market share.

“Rua’s strategy is to commercialise our unique genetics on a global scale,” added Mr Naske. “In the coming months, we’re aiming to launch a range of medicinal cannabis products using our New Zealand genetics into the Australian market.”

**ENDS**

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