

31 October 2024

ASX Announcement

Agreement Signed to Market Nasodine to Healthcare Professionals in Singapore

- **Marketing Representation Agreement with Innorini Life Sciences (Innorini) to promote Nasodine to Healthcare Professionals (HCPs) in Singapore; Firebrick will pay a monthly retainer for the promotional services.**
- **Innorini expected to make sales of Nasodine to HCPs for on-sale to patients; Firebrick will receive a fixed dollar value per unit on all unit sales to HCPs.**

Firebrick Pharma Limited (ASX:FRE) (Firebrick, Company) is pleased to announce that it has executed a Marketing Representation Agreement (the “Agreement”) with Singapore-based, Innorini Pte Ltd, trading as Innorini Life Sciences (“Innorini”).

The initial term of the Agreement is one year with the option to renew for subsequent one-year terms by mutual agreement.

Under the Agreement, Innorini will undertake “Marketing Services” commencing 1 November 2024. The Marketing Services comprise sampling and promotion of Nasodine® Nasal Spray (“Nasodine”) to General Practitioners (“GPs”) and hospital-based doctors and pharmacists (collectively “HCPs”) in Singapore.

In addition to building awareness and support of Nasodine by HCPs, Innorini will be expected to sell Nasodine to clinics and hospitals for on-sale to patients. Under the Agreement, Firebrick will receive a fixed dollar value from Innorini for each unit sold to HCPs.

“In Singapore, it is common practice for GPs and hospitals to dispense and sell products to patients,” said Firebrick Executive Chairman, Peter Molloy. “In this way, HCPs represent an important distribution channel for sales, as well as advocacy and recommendation.”

In addition to the HCP channel, the Company recently announced (9 September 2024) that it had hired former J&J senior executive, Keith Shortall, with the goal of achieving pharmacy distribution of Nasodine in Singapore by 30 June 2025.

“Gaining advocacy and recommendation of Nasodine from doctors is an important prelude to the start of retail pharmacy distribution and broader consumer marketing,” added Dr Molloy.

The Managing Director of Innorini, Mr Rishi Nandiraju, commented as follows: “We’re thrilled to partner with Firebrick Pharma and to be able to introduce Nasodine, the world’s first PVP-I nasal spray, to healthcare professionals in Singapore.”

Key Terms of the Agreement

Term: One year with the option to extend for successive one-year terms by mutual agreement.

Termination: By either party with three months' notice.

Marketing Services: Sampling and promotion of Nasodine to HCPs. Firebrick will provide Innorini with promotional materials and samples at no cost to Innorini. In exchange for the Marketing Services, Innorini will receive a payment from Firebrick of SG\$6,000 (approx. AU\$6,900) per month.

HCP Sales: Innorini will sell Nasodine to HCPs at a price determined by Innorini, for subsequent on-sale by HCPs to patients at a price set by HCPs but expected to be no more than the target Recommended Retail Price (SG\$24.90). Firebrick will receive SG\$10.84 (approx. AU\$12.50) from Innorini for each unit sold by Innorini to HCPs. There is no commitment for any minimum quantity to be sold.

Performance targets: Innorini to make a minimum of 140 calls on HCPs per month during the Term and to reach the top 400 GPs in Singapore in the first 3 months of the Term.

This announcement was authorised by Peter Molloy, Executive Chairman of Firebrick Pharma.

- ENDS -

About Firebrick (ASX:FRE)

Firebrick Pharma is a pharmaceutical innovator focused on developing and commercialising novel formulations and uses of povidone-iodine (PVP-I). The Company has successfully developed a PVP-I nasal spray (Nasodine® Nasal Spray) and filed international trademarks and multiple patents on the product. The Company has also completed six clinical trials that 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, with the product already launched in the United States and Singapore. The Company also expects to launch Nasodine in the Philippines in the near term.

About Innorini Life Sciences

Innorini Life Sciences is an organization driven by the core objective of innovation and pursuing novel solutions, pioneering research and development in the pharmaceutical and nutraceutical domains. Along with its own research endeavours, Innorini is also involved in the sales and marketing of new innovative products in Singapore through industry partnerships with leading international innovators.

Media enquiries:

Heidi Cuthbert
+61 411 272 366
heidi.cuthbert@multiplier.com.au

Investor enquiries:

Investors@firebrickpharma.com