

FOR PUBLIC RELEASE

NZX Limited

Wellington

13th December 2023

Rua Bioscience Announces Key Appointment of Chief of Sales and Marketing, Australia.

Rua Bioscience proudly announce the strategic appointment of Mr. John Sanders as the Chief of Sales and Marketing for Australia, marking a pivotal moment as he becomes the first Australian employee of Rua Bioscience.

Mr. Sanders, with a rich background in the cannabis sector, brings a wealth of experience to Rua Bioscience. His noteworthy three-year tenure at Cannasouth Bioscience, a NZ-based medicinal cannabis company, coupled with his extensive commercial experience in the pharmaceutical sector, including roles at Roche, Bayer, Merk and Sharp & Dome, uniquely positions him for success in this dynamic role.

As Rua Bioscience embarks on strategic expansion in the Australian market, Mr. Sanders will play a crucial role in overseeing sales and marketing operations from Melbourne. His appointment is a key step in our strategy to broaden our presence and reach in growing the Australian medicinal cannabis market.

Expressing his optimism, Paul Naske, CEO of Rua Bioscience, commented: "The appointment of John as Chief of Sales and Marketing for Australia is a significant milestone for Rua Bioscience. His impressive pharmaceutical and industry track record align seamlessly with our growth strategy in Australia. Under John's leadership, we are confident in the success of our sales and marketing endeavours in this strategically important market".

Rua Bioscience remains committed to delivering value through strategic appointments and expansion initiatives. The company looks forward to the positive impact Mr. Sanders will undoubtedly bring to operations in Australia.

ENDS

The person who authorised this announcement:

Paul Naske,

Chief Executive Officer

For shareholder enquiries please visit www.ruabio.com or contact:

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