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Rua Bioscience Expands Global Reach with UK Distribution Agreement

Rua Bioscience is thrilled to announce another milestone in its export strategy with the signing of a two-year distribution agreement with Target Healthcare, a pharmaceutical distributor based in the United Kingdom.

This agreement marks a crucial step in Rua Bioscience's commitment to broadening its international presence and ensuring the accessibility of its premium medicinal cannabis products on a global scale. Leveraging the extensive network of Target Healthcare, Rua Bioscience aims to distribute its products across the United Kingdom, capitalising on this rapidly growing medicinal cannabis market.

Paul Naske, CEO of Rua Bioscience, commented on this strategic agreement, stating: "This partnership with Target Healthcare is a significant step in the journey of our company. It represents a crucial step in establishing our brand and cultivating a robust presence in the UK medicinal cannabis market." Mr. Naske further emphasised that this strategic move initiates a series of regulatory milestones, with anticipated revenues expected in the UK market by the conclusion of 2024.

Target Healthcare is an ideal distribution partner for Rua Bioscience, focusing specifically on the niche segment of the pharmaceutical sector where medicinal cannabis holds a significant position.

Rua Bioscience remains focused on its strategy of establishing distribution channels in key export markets and distributing our unique Tairawhiti east coast cannabis varieties in these markets.

About Target Healthcare

Target Healthcare is a prominent pharmaceutical distributor in the United Kingdom, specialising in the supply and distribution of pharmaceutical and healthcare products, particularly within the "specials" category, referring to unlicensed medicines.

ENDS

The person who authorised this announcement:

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