



ASX Announcement | 29 March 2021
Althea Group Holdings (ASX:AGH)

Althea launches innovative range of 20ml 'flexi' products

Investment Highlights:

- Althea has launched a new and innovative range of 'flexi' 20ml cannabis oil products
- The smaller 20ml unit size provides new medicinal cannabis patients with an option to trial the medication over the recommended 2 or 3-week titration period
- The expanded Althea product portfolio also provides price-sensitive patients with a lower entry point
- Althea expects that the new 'flexi' 20ml product range will increase patient numbers and create incremental sales for the business

29 March 2021: **Althea Group Holdings Limited (ASX:AGH) ('Althea' or 'the Company')**, a global leader in the manufacturing, sales and distribution of pharmaceutical cannabis products and cannabis-based consumer packaged goods, is pleased to announce further additions to its market-leading range of medicinal cannabis products.

New trial-size dose designed to increase patient uptake

Althea has today officially launched a new and innovative range of 20ml full-spectrum cannabis oil products, which carry the same trade names, and utilise the same formulations, as existing in-market Althea 50ml and 100ml sized products. The 20ml sized product is designed to promote flexibility in a patient's treatment, especially in the case of initiating patients and those suffering from intermittent illnesses.

The smaller unit size provides new medicinal cannabis patients with an option to trial the medication over the recommended 2 or 3-week titration period and then, in conjunction with their Healthcare Professional, determine if the treatment was beneficial for them. When the patient experiences a positive outcome from their medication, it is anticipated they will transition to the more economical (on a price per ml basis) larger sized bottle.

Cost remains a key barrier for patients in Australia

Although demand for medicinal cannabis products has continued to grow in Australia, the associated costs have prohibited many patients from trialling medicinal cannabis as a treatment option. A recent Australian Government inquiry received evidence that cost was "...one of the biggest barriers for patients struggling to access medicinal cannabis."¹

The expanded Althea product portfolio aims to provide price-sensitive patients with a lower entry

¹ Commonwealth of Australia (2020). *Current barriers to patient access to medicinal cannabis in Australia* at paragraph 5.1. Accessible at: https://www.aph.gov.au/Parliamentary_Business/Committees/Senate/Community_Affairs/Medicinalcannabis/Report

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point, thereby increasing patient acquisition. The Althea 'flexi' 20ml cannabis oil range is also expected to attract new prescribers to Althea medicinal cannabis products and create incremental sales for the business.

Althea CEO, Joshua Fegan said: "At Althea, we understand that price remains a challenge for many potential new patients that want to trial medicinal cannabis for their conditions. We believe the launch of the new Althea 'flexi' 20ml cannabis oil range will be a great way to provide more access to patients via trial size products. This will in turn build confidence in our medicines and brand as we continue to be the first choice for a growing number of Australia's medicinal cannabis patients."

Growing market dominance in Australia

With a strategy that is underpinned by educating Healthcare Professionals via its infield sales team and use of the Althea Concierge™ registered medical device, Althea has quickly grown to become one of Australia's leading medicinal cannabis brands.

At the end of 2020, Althea had 12,273 patients in Australia, more than triple than at the end of 2019. The number of Healthcare Professionals prescribing Althea's medicinal cannabis products also rose significantly during the year, more than doubling to 834.

The Althea 'flexi' 20ml product range is yet another innovation by Althea, a global leader in pharmaceutical cannabis products, and further enhances the brand's unique value proposition.

At this stage 20ml products will be launched in Australia only.

-ENDS-

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Althea Group Holdings Limited (ASX:AGH)

Althea Group Holdings Ltd (ASX:AGH) is a global leader in the manufacturing, sales and distribution of pharmaceutical cannabis products and cannabis-based consumer packaged goods. Althea also offers a range of education, access and management services to support eligible patients and Healthcare Professionals in navigating medicinal cannabis treatment pathways.

Althea operates in highly regulated and legal cannabis markets across the world with burgeoning operations in Europe, North America, Australia and Africa.

To learn more, please visit: www.althea.life

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