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Zelira® expands into New Zealand via exclusive distribution agreement with NUBU Pharmaceuticals



ZELIRA® EXPANDS INTO NEW ZEALAND VIA EXCLUSIVE DISTRIBUTION AGREEMENT WITH NUBU PHARMACEUTICALS FOR ZENIVOL® AND HOPE™

Key Highlights

-  Zelira expands into the growing New Zealand cannabinoid-based medicines market
-  New Zealand market entry furthers Zelira's global commercialisation strategy to grow the global footprint of its Pharmaceutical (Rx) portfolio
-  Exclusive distribution agreement with NUBU Pharmaceuticals ('NUBU') to market Zenivol® and HOPE™ 1 in New Zealand, and minimum order quantities totalling over A\$2.6 million (with A\$178,000 in Year 1)¹ for New Zealand over the 5-year term of the agreement
-  NUBU will be filing for formal New Zealand government registration with the Ministry of Health NZ for both Zenivol® and HOPE™ 1
-  This agreement further validates Zelira's expertise in pharmaceutical quality production, and commitment to clinically validated cannabinoid-based medicines.

Reference: 1. Approx. NZD \$2.78 million minimum order value over the 5-year term, with NZD \$185,705 in the first year; converted at current NZD/AUD exchange rate



Philadelphia, PA - December 16, 2021 - **Zelira Therapeutics Ltd (ASX:ZLD, OTCQB:ZLDAF)**, a global leader in the development of clinically validated cannabinoid-based medicines is pleased to announce that it is entering the New Zealand market via a 5-year exclusive distribution agreement with NUBU Pharmaceuticals, New Zealand's largest medicinal cannabis distribution company.

This distribution agreement expands the availability of Zenivol®, Zelira's clinically validated cannabinoid-based insomnia medication, beyond Australia and Germany, and HOPE™1 beyond Australia and the United States, into the highly regulated and tightly held New Zealand market, further expanding Zelira's global footprint for its Rx business.

NUBU will be filing for formal New Zealand government registration with the Ministry of Health NZ for both Zenivol® and HOPE™ 1.



Zelira Therapeutics Managing Director, Dr. Oludare Odumosu commented:

“Our partnership agreement with NUBU aligns to Zelira's global expansion strategy across our Rx (Pharmaceutical) portfolio. We are delighted to be partnering with NUBU, New Zealand's largest medicinal cannabis distribution company, with existing strategic partnerships already in place with many of New Zealand's largest pharmacy groups.

Zelira's entry into the highly-regulated New Zealand medicinal cannabis market is further testament of Zelira's world class pharmaceutical manufacturing and commitment to producing the highest quality, evidence-based cannabinoid medicines.”



NUBU Chief Executive Officer, Mark Dye commented:

“The team at NUBU are incredibly excited about bringing Zelira's evidence-based medicines to New Zealand patients.

Although there is no shortage of interest in medicinal cannabis here in New Zealand, there is a lack of data. Prescribers especially are calling out for clinical evidence so as they can prescribe with confidence, and the arrival of Hope and Zenivol (along with the associated research) will be welcome addition to the medicinal cannabis landscape.”



Key terms of the distribution agreement include:

- Commencement date of 16 December, 2021 and a term of 5 years
- Supply of finished dosages of Zenivol® and HOPE™ 1 from Australia to New Zealand
- NUBU will distribute products under the Zelira brand in New Zealand
- To retain exclusivity, NUBU is required to purchase annual minimum quantities of Zenivol® and HOPE™ 1 totalling over A\$2.6 million (with A\$178,000 in Year 1)¹ for New Zealand over the 5-year term of the distribution agreement
- As is usual in such agreements, the distribution agreement can be terminated when one party fails to perform by either party giving 30 days written notice.

This announcement has been approved and authorised for release by the board of Zelira Therapeutics Limited.

For further information please contact

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About Zelira www.zeliratx.com



Zelira Therapeutics Ltd is a leading global biopharmaceutical company manufacturing and marketing cannabinoid-based medicines. Zelira owns a portfolio of proprietary revenue generating products and a pipeline of candidates undergoing clinical development that are positioned to access the world's largest and fastest growing markets. The Company is focused on developing and clinically validating branded cannabinoid-based medicines for the treatment of a variety of medical conditions in its Rx business, including insomnia, autism and chronic non-cancer pain as well as offering over the counter (OTC) products.



The Company has two proprietary formulations under the HOPE™ brand that are generating revenues in Australia, Louisiana and Washington D.C. with other States in the US expected to follow.

Zelira is also generating revenue in Australia and Germany from its proprietary and patented Zenivol® - a leading cannabinoid-based medicine for treatment of chronic insomnia. Zenivol® has successfully completed the world's first cannabinoid-based efficacy trial for chronic insomnia where it was found to be a safe and effective treatment. This clinical trial was published in the prestigious peer-reviewed journal SLEEP®.

In 2020, Zelira partnered with SprinJene® Natural to develop and commercialise natural and organic oral care products under the SprinjeneCBD brand, as part of Zelira's OTC business. The SprinjeneCBD toothpaste product is the first of several scientifically formulated, hemp-derived, oral care products containing cannabinoids and based on the proprietary and patented technology of Blackseed oil and Zinc.

The Company has worked in partnership with world-leading researchers and organisations, which since inception include Curtin University in Perth, Western Australia; the Telethon Kids Institute in Perth; the University of Western Australia, in Perth; St. Vincent's Hospital in Melbourne, Australia; and the Children's Hospital of Philadelphia (CHOP) in the United States.

About NUBU Pharmaceuticals www.nubupharma.com



Formed in 2016, NUBU Pharmaceuticals is now New Zealand's largest medicinal cannabis distributor, with a growing portfolio of medicinal cannabis products and associated medical devices for New Zealand patients.

Partnerships with New Zealand's largest pharmaceutical wholesalers ensure maximum accessibility and hassle-free prescription fulfilment for both Doctors and patients across the country via New Zealand's major pharmacy networks.

NUBU also develops New Zealand-made cannabis products for export markets, harnessing two of New Zealand's great strengths, its innovative culture and unique botanicals.

