

14 September 2017

## **MEDICAL LIAISON MANAGERS APPOINTED**

*Appointments advance Australian operations and will build strong connections with medical practitioners*

- Three Medical Liaison Managers (MLMs) appointed to drive engagement and educational programs with the medical community
- The Managers bring an extensive knowledge of the chronic pain market and experience representing products for leading pharmaceutical companies
- Advances strategy to provide guidance and educational information to doctors, making AusCann the preferred provider of cannabinoid medicines Australia-wide
- Further builds on the Company's expert medical team, which includes recently appointed Chief Medical Advisor, Dr Danial Schecter from Canada

**AusCann Group Holdings Ltd** (ASX:AC8 or 'the Company') is pleased to announce it has appointed three Medical Liaison Managers (MLMs), to manage doctor communications and assist in the prescription of AusCann's cannabinoid medicines in Australia.

AusCann combines strong relationships with medical practitioners and a thorough understanding of cannabinoid medicines to ensure patients have access to the highest quality products for chronic pain control.

AusCann has a deep knowledge of cannabinoid medicines, particularly in the application for chronic pain, through the extensive experience and knowledge of its Canadian Chief Medical Advisor as well as through its international partnership with Canopy Growth Corporation ('Canopy'), the largest medical cannabis producer in North America. Canopy is providing the initial cannabis medicines to AusCann as Australian production is progressed.

The MLMs are responsible for leading engagement programs in their regions, expanding relationships and providing guidance and information to key medical practitioners.

Each appointee has an impressive resume and track record as representatives of medications governed by the Therapeutic Goods Administration (TGA), and most importantly are each well versed and passionate about the treatment of chronic pain. Chronic, and in particular, chronic neuropathic pain, is a key target indication for AusCann, with a significant number of studies indicating that cannabinoids have a positive impact on reducing pain. The need for chronic pain control is significant in Australia representing around 3.2 million people.

The new MLMs have combined nearly 50 years of experience in the health sector and have worked in senior liaison roles with some of the world's leading pharmaceutical companies including MundiPharma, Phebra, Sanofi, Astra Zeneca and Novartis. They have represented some of the most prevalent pain medicines including the leading opiate pain medicines and have worked with some of the country's leading pain specialists. They are each passionate about improving patient access to high quality pain medicines and excited by the potential of cannabinoid medicines in the sector.

AusCann Group Holdings Ltd A.C.N: 008 095 207

<http://www.auscann.com.au/>

Email: [info@auscann.com.au](mailto:info@auscann.com.au)

Phone: +61 8 9561 8834

Registered Office: 85 Carabooda Road, Carabooda, Western Australia, 6033

The MLMs will work closely alongside the Company's Chief Medical Advisor, Dr Danial Schechter, and draw on his expertise gained from decades of working in the Canadian medical cannabis market and running his own cannabinoid medical clinics, the largest in Canada.

**Elaine Darby, Managing Director, AusCann** commented: "I am delighted to welcome the new medical liaison managers to the AusCann team. Each of them brings significant experience in the pharmaceutical industry and existing relationships with pain specialists, which will prove invaluable as we seek to increase our engagement with those practitioners. In order for our products to be recognised among practitioners as a viable option for the treatment of chronic and neuropathic pain it is increasingly important that we continue to engage and educate the medical community about the therapeutic benefits of cannabinoid medicines."

## ENDS

### For more information please contact

**AusCann**

Elaine Darby  
Managing Director  
elaine.darby@auscann.com.au  
+61 8 9561 8834

**For Investment Enquires**

Stewart Washer  
[Stewart.washer@auscann.com.au](mailto:Stewart.washer@auscann.com.au)  
+61 418 288 212

**For Media Enquiries**

Caroline Zielinski  
Media & Capital Partners  
[Caroline.zielinski@mcpartners.com.au](mailto:Caroline.zielinski@mcpartners.com.au)  
+61 400 172 145

### ABOUT AUSCANN GROUP

AusCann is an Australian based company that was incorporated in September 2014 with the aim of producing and providing high quality, economical and clinically validated cannabis medicines to patients. It is bringing together leading expertise and operations across all aspects of the medical cannabis value chain, beginning with cultivation and production, through to manufacture and distribution of products and has built a strong team of experts and partners with international connections. Partners includes TSX listed Canopy Growth Corporation, the largest producer of medicinal cannabis in North America, DayaCann, the only licensed medicinal cannabis grower in Chile and Tasmanian Alkaloids, producer of ~40% of the world's opiates.