



21 November 2019

Agreement with Health House to Distribute Zelda-branded Products in Australasia and the United Kingdom

- Agreement signed with leading cannabis distribution company, Health House Holdings Limited, to distribute Zelda-branded medicinal cannabis products
- Strategic non-exclusive agreement facilitates distribution of Zelda's medicinal cannabis products in Australasia (including Australia, New Zealand and Asia) and the United Kingdom, which represent some of the world's fastest growing cannabis markets
- Agreement covers Zelda-branded proprietary medicinal cannabis products including the Insomnia investigation formulation, which is intended to launch in global markets pending a positive outcome from its Phase II clinical trial
- Agreement also covers HOPE®: a family of revenue generating proprietary medicinal cannabis formulations that Zelda will acquire as part of the proposed merger with Ilera Therapeutics.
- Plans are underway to launch HOPE® and the Insomnia product in global markets from early 2020

Zelda Therapeutics Ltd (ASX: ZLD, OTCQB: ZLDAF, Zelda), is pleased to announce it has signed a distribution agreement with Health House Holdings Ltd ("Health House"). This follows on from our recent announcement regarding the intention to launch the HOPE® products in 2020 and is an important part of Zelda's commercialisation strategy as it transitions towards revenue generation.

Health House is a UK-based specialist medicinal cannabis company that wholesales and distributes medicinal cannabis products in Australia and the United Kingdom to community and hospital pharmacies. Health House has an extensive network of medicinal healthcare professionals that support and assist doctors gain with information relating to Zelda-products.

Under the terms of the non-exclusive agreement, Health House will distribute Zelda-branded products in Australasia and the United Kingdom, which represent some of the world's fastest growing cannabis markets. The agreements covers the distribution of HOPE®: a family of revenue generating proprietary medicinal cannabis products that have been formulated for symptoms associated with Autism Spectrum Disorder (ASD). Zelda will acquire HOPE® as part of the proposed merger with Ilera Therapeutics.

The agreement also includes Zelda's Insomnia investigation formulation, which is intended to launch in global markets pending a positive outcome from its Phase II clinical trial, with data expected in Q12020.

Zelda's Managing Director, Dr Richard Hopkins said *"This agreement marks another important milestone for Zelda as it prepares to bring multiple medicinal cannabis products to market in 2020. We're delighted to be working with Tony Samios and his team at Health House, which has established itself as the premier independent specialist distribution company. We're also excited by their ability to help expand distribution of our products into markets throughout Australasia and the United Kingdom."*

Health House CEO, Tony Samios commented *"We're pleased to be working with Zelda Therapeutics who are committed to the development of clinically validated cannabis medicines. We're excited by the potential of their Insomnia formulation as there is significant market for products that can improve sleep. We're also looking forward to distributing HOPE which has successfully established itself in the American market and has potential to address a major unmet need for medicines targeting autism."*

Disclosure:

The Company notes that Zelda Directors Mr Karelis and Mr Peterson are shareholders in Health House Holdings Ltd holding approximately 25% between them. However, neither Mr Karelis nor Mr Peterson, individually or together, control and are not directors of Health House Holdings Ltd.

Tim Slate
Company Secretary

About Zelda Therapeutics (www.zeldatherapeutics.com)

Zelda Therapeutics Ltd is an Australian-based bio-pharmaceutical company developing a range of cannabinoid-based formulations for the treatment of a variety of medical conditions. The Company is undertaking:

- **Human clinical trial programs** focused on insomnia, autism and opioid reduction with activities in Australia and the USA.
- **Pre-clinical research program** examining the effect of cannabinoids in breast, brain and pancreatic cancer as well as research examining the potential for cannabinoids to treat diabetes-associated cognitive decline.

The company conducts this work in partnership with world-leading researchers and organisations including Complutense University in Madrid, Spain; 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.

Zelda has also formed a strategic partnership with European medicinal cannabis group HAPA Pharm BV, to access HAPA Pharm's EU-GMP grade manufacturing capabilities and accessing its German distribution network providing a credible and rapid path to commercialisation for successful clinically validated formulations.

On 9 October 2019, Zelda announced plans to merge with Ilera Therapeutics (Ilera), a privately held medicinal cannabis and cannabinoid science company based in the United States, which will be renamed Zelira Therapeutics Limited (Zelira). Subject to approval from Zelda shareholders, and all conditions of sale being met, Zelda is proposing to acquire 100% of Ilera Therapeutics through an all-scrip transaction.

The merger will create a leading global therapeutic medicinal cannabis company with access to the world's largest and fastest growing cannabis markets. The merger will bring together a world-class portfolio of revenue generating medicines and products undergoing clinical development that are expected to enter the market from 2020.

About Health House Holdings Ltd (www.healthhouse.co.uk)

Health House Holdings Limited is a wholesale distributor of medicinal cannabis and was founded to pursue opportunities in the burgeoning global medicinal cannabis market.

Health House Holdings Group includes:

- Health House International Pty Ltd, a business that was granted the first licence in Australia to import and distribute medicinal cannabis. Health House International Pty Ltd is fully operational wholesale distribution business serving the expanding Australian market and is well positioned to expand into New Zealand and South East Asia.
- Health House Pharma Limited, a UK-based, speciality pharmaceutical wholesaler with 30 years trading history and an experienced operating team the company currently supplies a range of pharmaceutical products to pharmacies, hospitals, government departments, ambulance workers and other wholesalers in the UK and EU.

Health House Holdings Limited has secured exclusive access to pharmaceutical-grade (EU-GMP) products for the UK, Australia and South-East Asia markets with multiple branding options from 5 major suppliers including HAPA Medical BV - a company building a leading position in the German market.

About Ilera Therapeutics LLC

Ilera Therapeutics LLC is a US-based company established by a team of experienced executives in the global biopharmaceutical sector. The Company is based in Pennsylvania and engaged in the development and formulation of proprietary, branded cannabis products and cannabinoids science focused on targeted medical and other indications.

The Team developed two proprietary formulations (HOPE®) already launched and generating revenues in Pennsylvania, has lab capabilities to develop formulations in Pennsylvania and Louisiana with ability to conduct clinical trials and is establishing a national footprint across the US for the licensing of its products. The company also has a partnership with Ethicann for the development of a proprietary product, CAN-001, which is being developed for the treatment of chemotherapy-induced nausea and vomiting (CINV), which occurs in approximately 80% of the new 23.6 million cases of cancer annually worldwide.

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