



Zelira Forms Subsidiary to Launch New Hemp Derived Cannabinoid-Based Oral Care Products in the USA

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- **Zelira has formed a new oral-healthcare subsidiary to commercialize a new line of hemp-derived cannabinoid-based oral care products.**
- **Zelira on-track to launch its first Over-the-Counter product, a proprietary cannabinoid-containing toothpaste formulation in the USA by Q4 2020.**
- **Zelira has entered into an agreement with USA-based SprinJene® and Health and Natural Beauty USA Corp to manufacture Zelira's oral care products.**
- **Zelira remains on-track to launch five new products in global markets in 2020.**

Zelira Therapeutics Ltd (ASX: ZLD, OTCQB: ZLDAF), is pleased to announce the formation of its Oral Care products subsidiary to commercialize scientifically formulated, hemp-derived cannabinoid-based oral care products.

Zelira's first oral care product will be a cannabinoid-containing proprietary toothpaste formulation developed by Sprinjene® CEO and Founder Dr. Sayed Ibrahim. Commercialization activities are expected to begin in Q4 2020 with distribution across retail and other channels across the USA.

Sprinjene® Gluten-Free, Cruelty-Free, Vegan, Kosher, USDA Bio-preferred, and Halal oral care products are currently manufactured by Health and Natural Beauty USA Corp., a New Jersey based GMP contract manufacturing company where the Zelira-Sprinjene products will be manufactured.

Dr. Sayed Ibrahim, CEO Sprinjene said "the Sprinjene® team is excited about the partnership with Zelira Therapeutics and we look forward to the impact that our products will have in the oral care market. Our collaboration to commercialize the most advanced hemp-derived cannabinoid-based oral care products expands our reach into new oral care markets where every person can access the daily benefit of using our products."

Dr. Oludare Odumosu, CEO & Managing Director USA markets said "Zelira is pleased to partner with Dr. Ibrahim to commercialize these new and advanced oral care cannabinoid-based products. Our products will be available for sale in the USA by Q4 2020 and we remain focused on unlocking the benefits of

cannabinoid-based applications as we expand our company's reach into new and lucrative markets. This will be the first Over-the-Counter (OTC) product line launched by Zelira."

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

Oludare Odumosu
CEO & Managing Director US

About Zelira Therapeutics (www.zeliratx.com)

Zelira Therapeutics Ltd is a leading global therapeutic medical cannabis company with access to the world's largest and fastest growing cannabis markets. Zelira owns a portfolio of proprietary revenue generating products and a pipeline of candidates undergoing clinical development that are positioned to enter global markets from 2020. The company is focused on developing branded cannabis products for the treatment of a variety of medical conditions including insomnia, autism and chronic non-cancer pain.

The Company has two proprietary formulations under the HOPE™ brand that are generating revenues in Pennsylvania and have been licensed in Louisiana with other states in the US expected to follow. Zelira has also developed Zenivol™ - a leading cannabinoid-based medicine for treatment of chronic insomnia. Zenivol has successfully completed the worlds first Phase 2a clinical trial for chronic insomnia where it was found to be a safe and effective treatment.

The Company conducts this work in partnership with world-leading researchers and organizations including 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 Sprinjene® (www.sprinjene.com)

SprinJene®, is a socially conscious brand dedicated to marrying the benefits of science and nature in the creation of Gluten-Free, Cruelty-Free, Vegan, Kosher and Halal oral care products that are void of harsh chemicals and abrasives. Sprinjene's mission is to deliver the most advanced, safe, gentle and natural oral care options for brushers of all lifestyles. The company firmly believes that oral health is the gateway to internal health; that's why every Sprinjene® toothpaste features their patented formula of cold pressed black seed oil and zinc. There are currently two oral care product lines under the Sprinjene® umbrella: Sprinjene Original® and Sprinjene Natural®. Sprinjene® continues to source the globe for advanced, healthy ingredients to include in their products in order to improve the oral wellness of brushers everywhere. The staff at Sprinjene® is dedicated to advancing their cGMP processes, products and certifications to provide the best oral care products.

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