



# ZELIRA THERAPEUTICS

A GLOBAL BIOPHARMACEUTICAL COMPANY  
DEVELOPING AND MARKETING CLINICALLY VALIDATED  
CANNABIS MEDICINES

ASX: ZLD

OTCQB: ZLDAF

[WWW.ZELIRATX.COM](http://WWW.ZELIRATX.COM)

ASX Small and Mid-Cap Conference 2020



# DISCLAIMER & IMPORTANT NOTICE

## ***Disclaimer***

This presentation has been prepared by Zelira Therapeutics Ltd ACN 103 782 378 (“Company”). It does not purport to contain all the information that a prospective investor may require in connection with any potential investment in the Company. You should not treat the contents of this presentation, or any information provided in connection with it, as financial advice, financial product advice or advice relating to legal, taxation or investment matters.

No representation or warranty (whether express or implied) is made by the Company or any of its officers, advisers, agents or employees as to the accuracy, completeness or reasonableness of the information, statements, opinions or matters (express or implied) arising out of, contained in or derived from this presentation or provided in connection with it, or any omission from this presentation, nor as to the attainability of any estimates, forecasts or projections set out in this presentation.

This presentation is provided expressly on the basis that you will carry out your own independent inquiries into the matters contained in the presentation and make your own independent decisions about the affairs, financial position or prospects of the Company. The Company reserves the right to update, amend or supplement the information at any time in its absolute discretion (without incurring any obligation to do so).

Neither the Company, nor its related bodies corporate, officers, their advisers, agents and employees accept any responsibility or liability to you or to any other person or entity arising out of this presentation including pursuant to the general law (whether for negligence, under statute or otherwise), or under the Australian Securities and Investments Commission Act 2001, Corporations Act 2001, Competition and Consumer Act 2010 or any corresponding provision of any Australian state or territory legislation (or the law of any similar legislation in any other jurisdiction), or similar provision under any applicable law. Any such responsibility or liability is, to the maximum extent permitted by law, expressly disclaimed and excluded.

Nothing in this material should be construed as either an offer to sell or a solicitation of an offer to buy or sell securities. It does not include all available information and should not be used in isolation as a basis to invest in the Company.

## ***Future matters***

This presentation contains reference to certain intentions, expectations, future-plans, strategy and prospects of the Company.

Those intentions, expectations, future plans, strategy and prospects may or may not be achieved. They are based on certain assumptions, which may not be met or on which views may differ and may be affected by known and unknown risks. The performance and operations of the Company may be influenced by a number of factors, many of which are outside the control of the Company. No representation or warranty, express or implied, is made by the Company, or any of its directors, officers, employees, advisers or agents that any intentions, expectations or plans will be achieved either totally or partially or that any particular rate of return will be achieved.

Given the risks and uncertainties that may cause the Company’s actual future results, performance or achievements to be materially different from those expected, planned or intended, recipients should not place undue reliance on these intentions, expectations, future plans, strategy and prospects. The Company does not warrant or represent that the actual results, performance or achievements will be as expected, planned or intended.

# INVESTOR HIGHLIGHTS



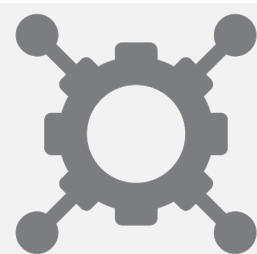
Global access to the world's largest and fastest growing cannabis markets



Early mover advantage addressing need for clinically validated cannabis medicines



Leading portfolio of validated products launching in 2020



Marketing strategy focused on differentiated high-margin branded products



Revenues from US-based licensing deal and global sales in 2020

# “LAUNCH, LEARN & DEVELOP” FOR RAPID COMMERCIALISATION

## LAUNCH

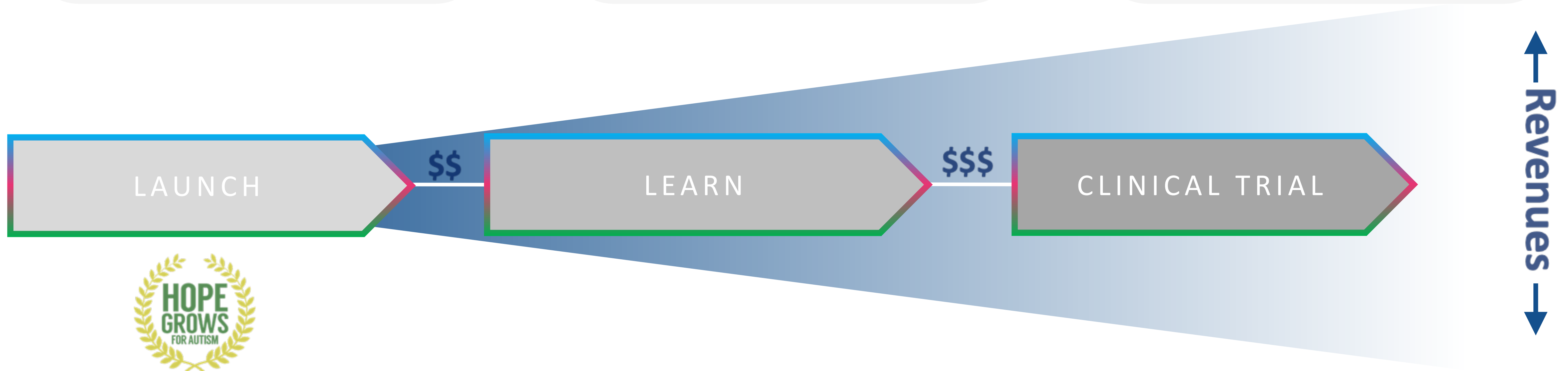
- Generate proprietary formulations
- Launch products in global markets
- Rapid path to revenues
- Low Capex model

## LEARN

- Collect real-world patient data
- Refine product to meet patient needs
- Real-time response to market

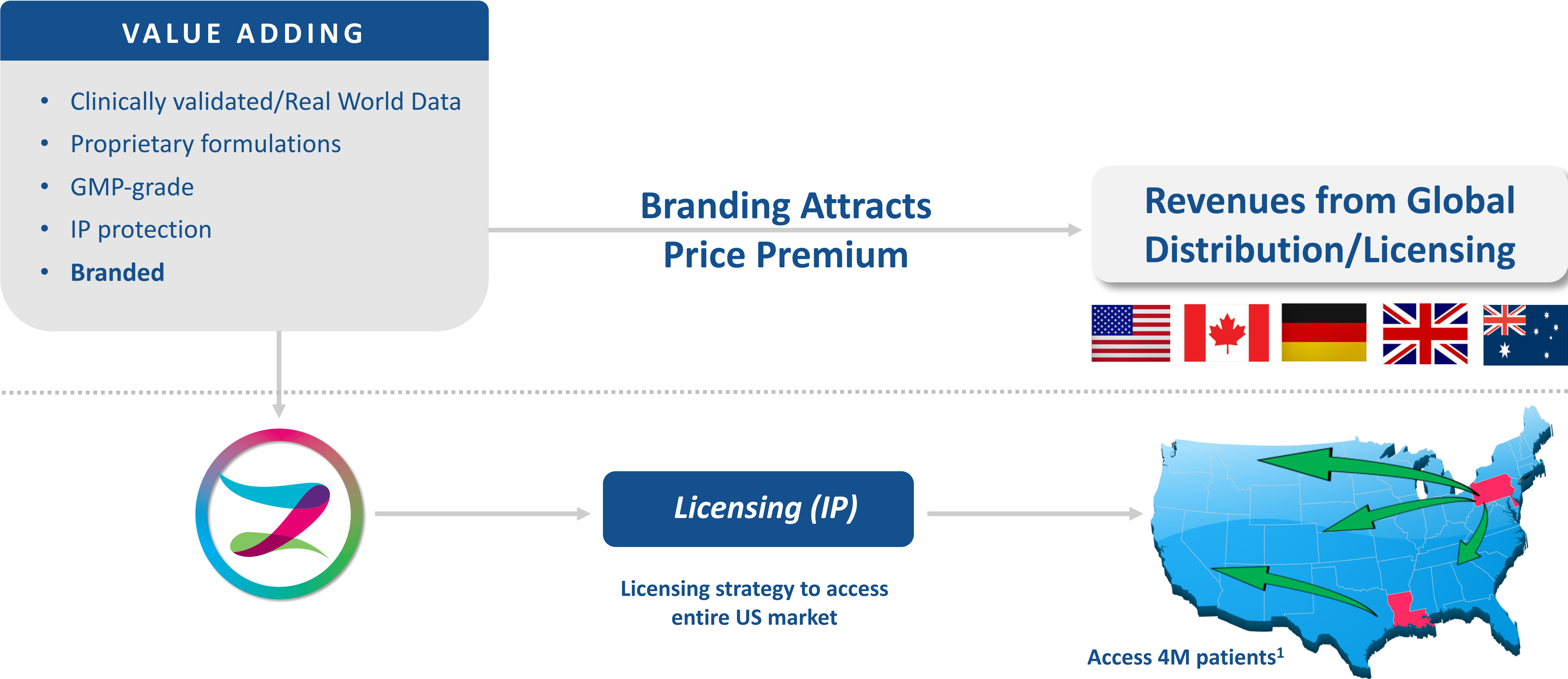
## DEVELOP

- Patient data informs and de-risks design of clinical trial
- 43.5% costs reimbursable via Australian R&D rebate program
- Supports path to registration





# ZELIRA'S GLOBAL COMMERCIALISATION STRATEGY



1. Prohibition Partners: North American Report 2019



# GLOBAL MARKET OPPORTUNITIES

## AUSTRALIA



25M

2019 population

11K

Registered medical  
cannabis patients<sup>1</sup>

30-50K

Forecast patient  
numbers end of 2020<sup>1</sup>

\$150M

Market sales: 2020<sup>1</sup>  
(Growth rate: 400% )

## GERMANY



83M

2019 population

65K

Registered medical  
cannabis patients<sup>2</sup>

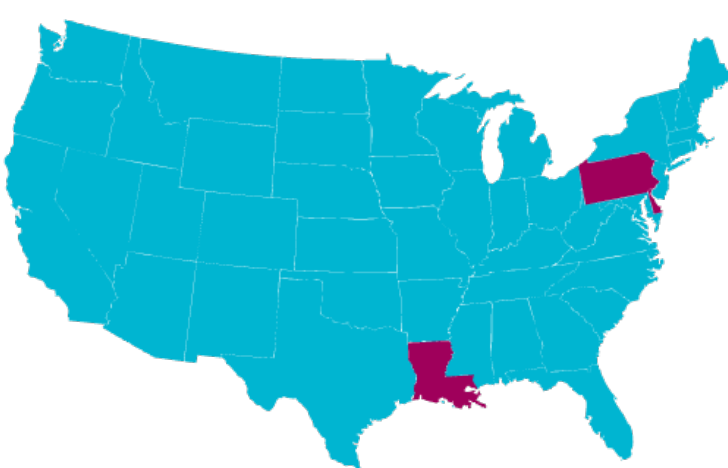
90%

Population covered  
by private health  
insurance

\$195M

Market sales:2019<sup>3</sup>  
(Growth rate: 74%)

## USA



330M

2019 population

4M

Registered medical  
cannabis patients<sup>4</sup>



Pennsylvania

306K

patients<sup>5</sup>

Louisiana

5K

patients<sup>6</sup>

\$450M

Market sales: 2019<sup>7</sup>  
(Growth Rate: 158%)

1. Fresh Leaf Analytics: Australian Medicinal Cannabis Market Q1 2020, 2. Prohibition Partners: European Cannabis Report 5<sup>th</sup> Edition 2020, 3. <https://mjbizdaily.com/germanys-medical-cannabis-market-loses-momentum-but-on-pace-to-surpass-100-million-euros/>, 4. Prohibition Partners: North American Report 2019, 5. Pennsylvania Department of Health 2-year report of Medicinal Cannabis 2020, 6. <https://www.mpp.org/issues/medical-marijuana/state-by-state-medical-marijuana-laws/medical-marijuana-patient-numbers/>, 7. <https://www.insurancejournal.com/news/national/2020/01/16/555143.htm>

MULTIPLE PRODUCT LAUNCHES PLANNED FOR 2020

# HOPE™ FOR AUTISM



## AUTISM MARKET

- Autism affects 1.5% children<sup>1</sup>
- Only 2 FDA approved drugs for Autism
- Significant side-effects
- Global Therapeutic Market \$3.2B<sup>2</sup>

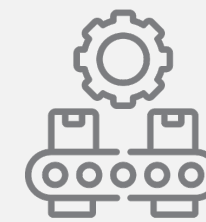
## HOPE™ FOR AUTISM



- HOPE™ developed with and for the Autistic community
- Survey suggests HOPE™ improves autism-related behaviors



Revenues: Licensed in Pennsylvania & Louisiana  
(Deal Structure: Upfronts + double digit royalty)



Manufacturing agreement for Australia:  
Tasmanian Alkaloids



Distribution Agreement for Australia: Health House



**LAUNCH IN AUSTRALIA IN Q3 2020**



# ZENIVOL™: WORLD'S FIRST CLINICALLY VALIDATED CANNABIS DRUG FOR CHRONIC INSOMNIA



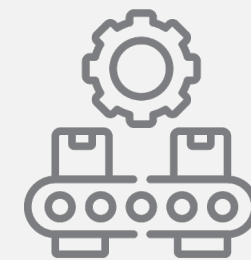
## INSOMNIA MARKET

- 30% of adults report symptoms of insomnia<sup>1</sup>
- US Insomnia Market: US\$4 Billion by 2021<sup>2</sup>
- Current medications limited by side-effects

## ZENIVOL™: PATH TO MARKET



- Phase 1B/2A clinical trial confirmed Zenivol™ safe, efficacious and improved quality of life
- 36% Reduction in Insomnia Symptoms



Manufacturing agreement for Australia:  
Tasmanian Alkaloids



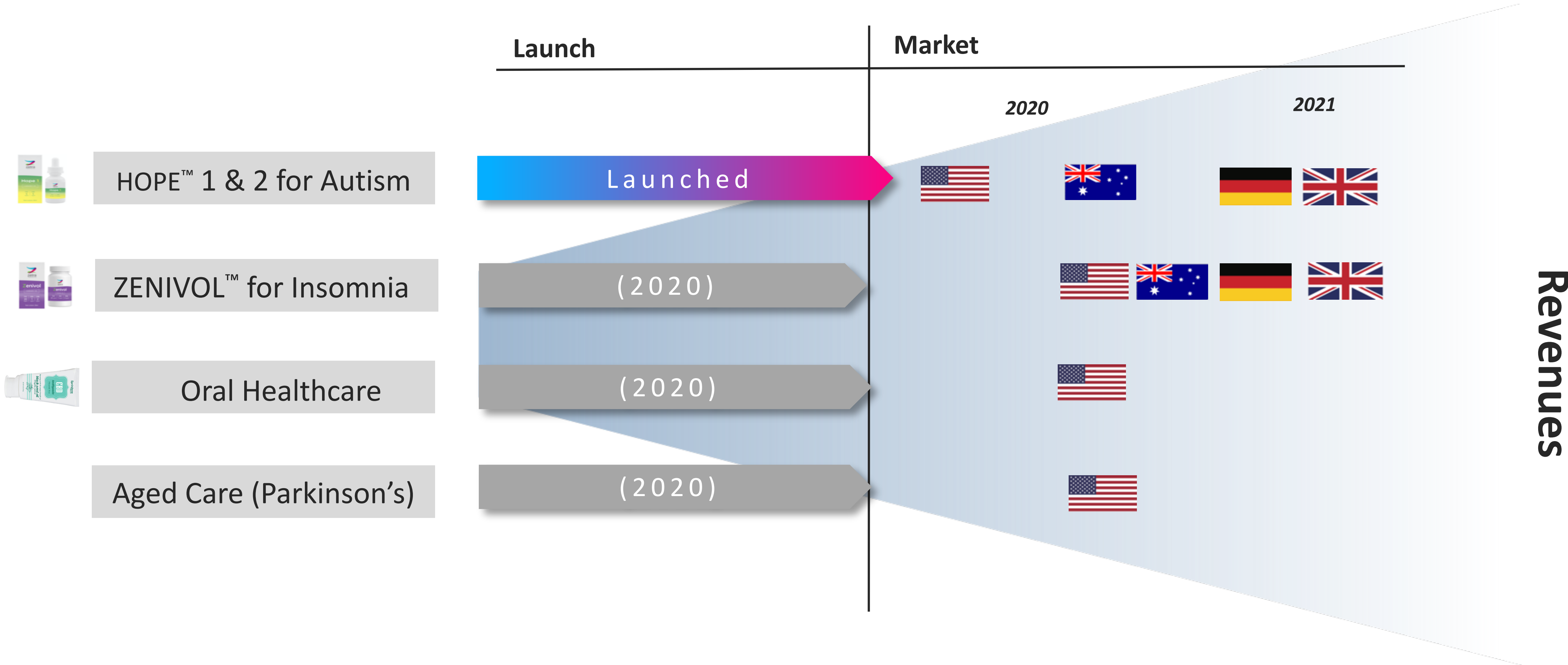
Distribution Agreement for Australia: Health House



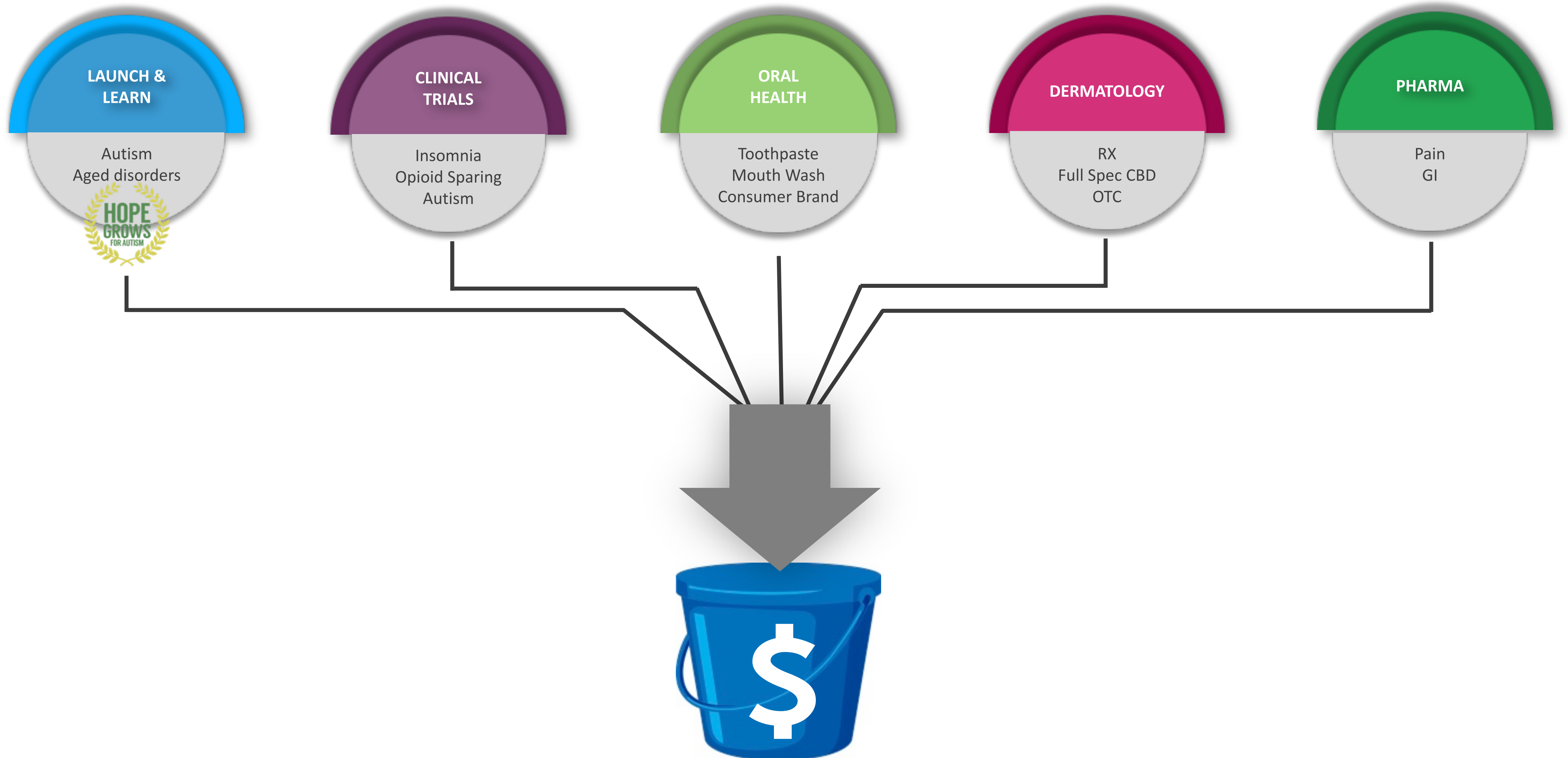
**LAUNCH IN AUSTRALIA IN Q3 2020**

# RICH PRODUCT PIPELINE LAUNCHING IN 2020

*On-track to launch 5 products in 2020*



# Zelira's Five Sources Of Revenues



# CORPORATE SNAPSHOT

## FINANCIALS (as at 7 Sep 2020)

	AUD\$
Share Price	\$0.057
52w Range	\$0.022 - 0.087
Current shares on issue*	1.14b*
Market Capitalisation	63m
Cash (Aug 2020)*	\$10.3m (before costs)
Cash Burn (2020FY)	\$5.7m

\* Post \$10.7m capital raise in Aug 2020

## CAPITAL STRUCTURE (Fully Diluted<sup>2</sup>)

Structure		Major Shareholders	
Directors Holdings:	37%	Ilera Investors	44%
Top 20 Shareholders:	72%	Jason Peterson	5.3%
Employee Options:	95m	Harry Karelis	3.8%
		Merchant Fund	1.2%

## SHARE PRICE (as at 7 Sep 2020)

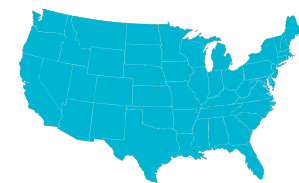


2. Fully Diluted: Assuming performance shares issued



# GLOBAL BOARD OF DIRECTORS

## UNITED STATES



### Osagie Imasogie: Chairman

- Over 30 years in the field of law, finance, business management, healthcare and the pharmaceutical industry.
- Co-founder and the Senior Managing Partner of PIPV Capital, a Private Equity Firm focused on the Life Sciences vertical.
- Chairman and Founder of Ilera Healthcare, iCeutica, Inc., Churchill Pharma, Ception Therapeutics Inc. and Trigenesis Therapeutics Inc.



### Lisa Gray: Director

- Served as COO for GlaxoSmithKline (“GSK”) Pharmaceuticals Ventures.
- Co-Founder and Vice Chair of Ilera Healthcare, and lead on the sale of this business to TerrAscend (TER.CN).
- Vice Chair for Ilera Holistic Healthcare and Ilera Therapeutics.
- Co-Founder and Managing Partner of PIPV Capital.



### Dr Oludare Odumosu: CEO & Managing Director USA

- Post-clinical development of Iroko Pharmaceutical’s Zorvolex® Tivorbex® and Vivlodex® through FDA approvals and successful US market commercialization.
- Founding COO of Ilera Healthcare. Ilera healthcare was acquired by TerrAscend for up to \$225M in 2019. CSO/EVP of Ilera Therapeutics

## AUSTRALIA



### Harry Karelis: Vice Chairman

- Founding Director/Shareholder of numerous ASX-listed companies including in the global medicinal cannabis sector.
- +25 years corporate/finance experience, specialising in med-tech private equity investing
- Co-founder corporate advisory & investment firm Gemelli Group



### Jason Peterson: Director

- Founder, Director and Head of Corporate at Stock Broking and Corporate Advisory firm, CPS Capital.
- Founding Director/Shareholder of numerous ASX-listed companies including in the global medicinal cannabis sector.
- +25 years of experience in the financial advisory sector.



### Dr Richard Hopkins: CEO & Managing Director Ex-USA

- Experienced bio- pharmaceutical executive.
- 19 years in corporate leadership roles. CEO/MD of 3 biotechnology companies.
- Involved in multiple pharma licensing deals generating >\$12m in revenues
- Co-founder of Phylogica.



# Upcoming Milestones

- ✓ Phase 2 Insomnia Trial - Successfully achieved primary and secondary endpoints
- ✓ Phase 1 Dose Escalation Chronic Pain Trial - Achieved primary and secondary endpoints
- ✓ Manufacturing agreement for Insomnia HOPE™ Products
- ✓ Licensing deal for third party to fund new pain trial in retired athletes
- ✓ Launch HOPE™ Grows for Autism in Louisiana, USA
- ✓ Launch of Oral Healthcare Subsidiary and first OTC product (proprietary toothpaste)

Launch Zenivol™ and HOPE™ products in Australia in Q3

Additional US licensing deals for HOPE™ and Zenivol™

Aged Disorder product launches 2H 2020 in US



***ZELIRA THERAPEUTICS OFFERS INVESTORS EXPOSURE TO A RAPIDLY  
EMERGING GLOBAL INDUSTRY AT VERY ATTRACTIVE VALUATIONS AND  
SIGNIFICANT VALUE DRIVERS OVER THE NEXT 3-18 MONTHS***