



ZELIRA THERAPEUTICS

A GLOBAL BIOPHARMACEUTICAL COMPANY
DEVELOPING AND MARKETING CLINICALLY VALIDATED
CANNABIS MEDICINES

ASX: ZLD

OTCQB: ZLDAF

WWW.ZELIRATX.COM



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COMPANY OVERVIEW

A global biopharmaceutical company developing, and marketing clinically validated cannabis medicines.



Global markets strategy

US, Australia and EU footprint to rapidly access the largest, most profitable & fastest growing cannabis markets.



Fast tracking commercialisation

Disruptive 'Launch, Learn, & Develop' model facilitates rapid commercialization.



Clinical validation focus

Leading pipeline of products in clinical development for insomnia, chronic pain and autism.



Revenue generating

Maiden revenues generated from first US licensing deal in Q1, 2020.



Global product launch

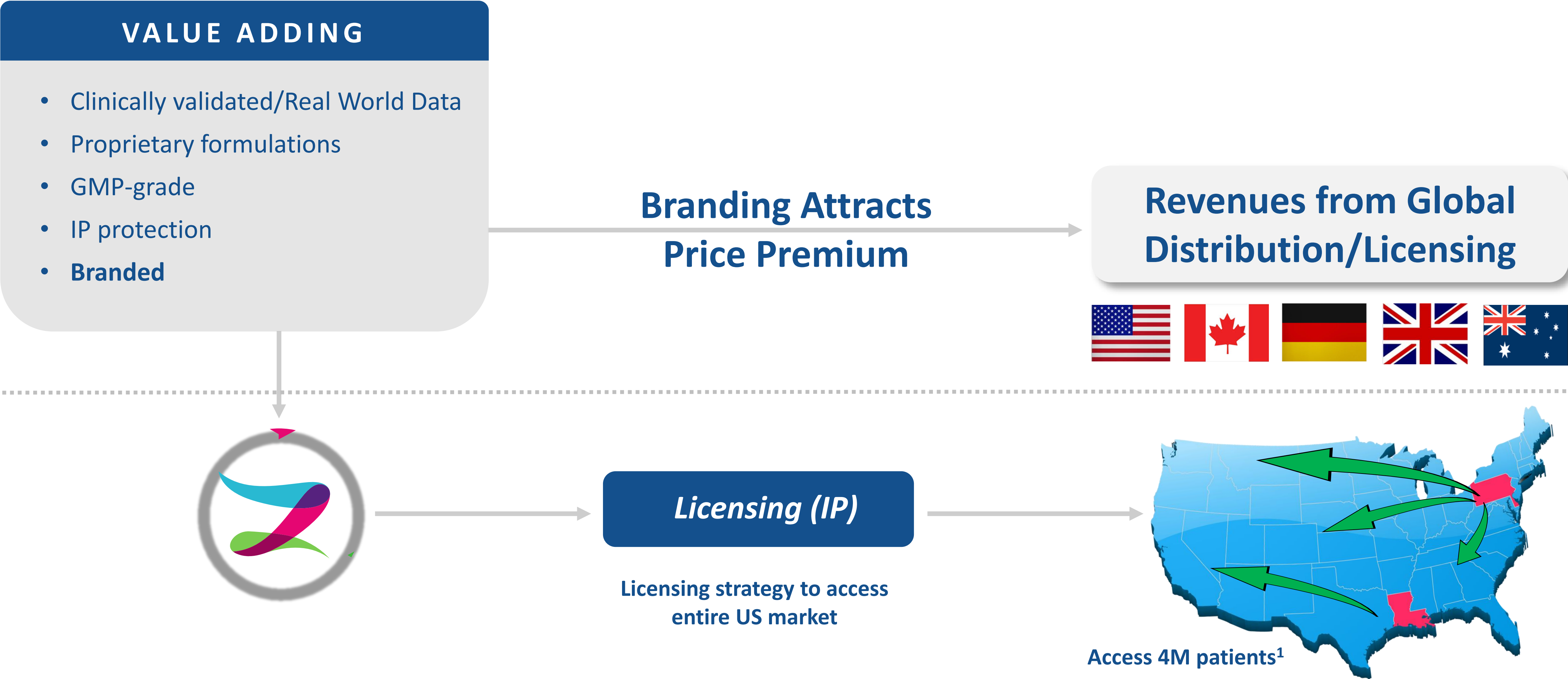
Multiple branded products targeting consumer and pharmaceutical markets set-to launch globally in 2H 2020.



Premium product

Manufacturing Partner-EU GMP Certified.

ZELIRA'S GLOBAL COMMERCIALISATION STRATEGY



1. Prohibition Partners: North American Report 2019

“LAUNCH, LEARN & DEVELOP” FOR RAPID COMMERCIALISATION

LAUNCH

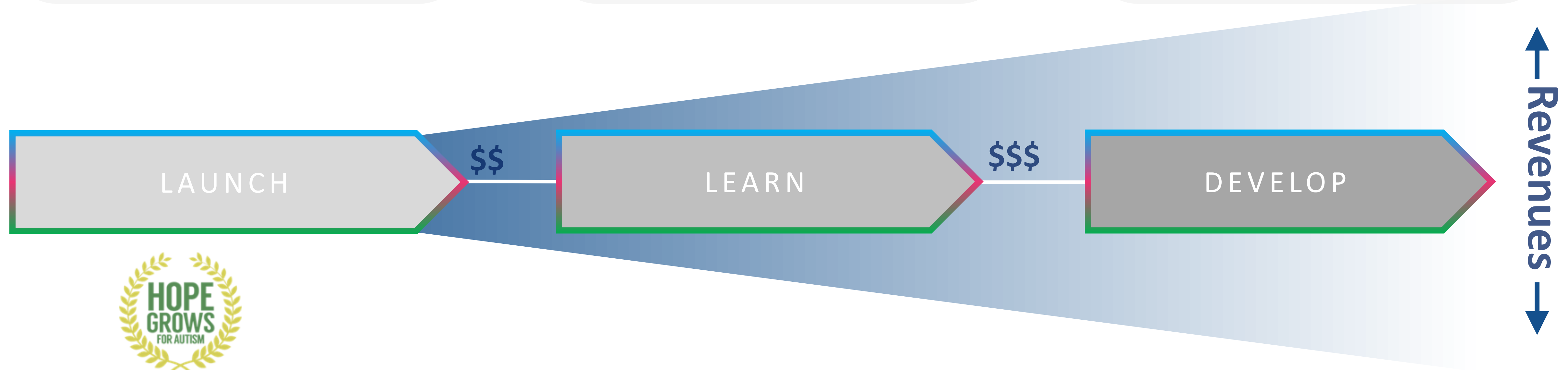
- Generate proprietary formulations
- Launch products in global markets
- Rapid path to revenues
- Low Capex model

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



MULTIPLE PRODUCT LAUNCHES PLANNED FOR 2020

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



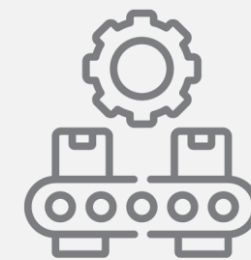
INSOMNIA MARKET

- 30% of adults report symptoms of insomnia¹
- US Insomnia Market: US\$4 Billion by 2021²
- 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

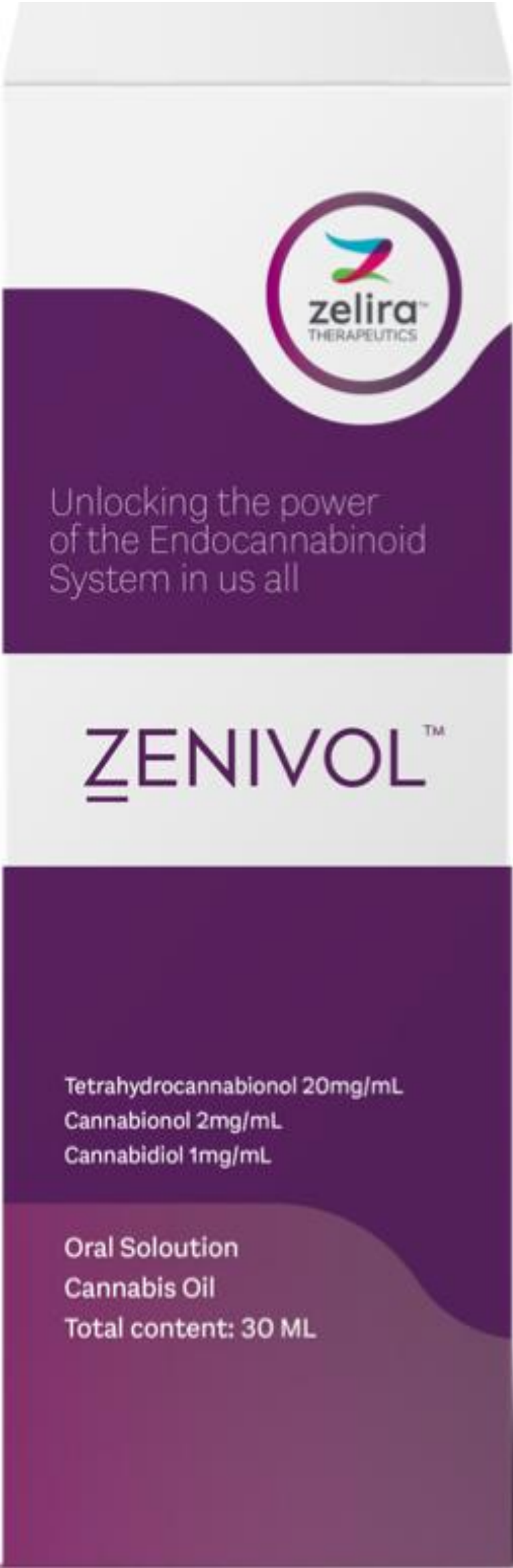


LAUNCH IN AUSTRALIA IN Q3 2020

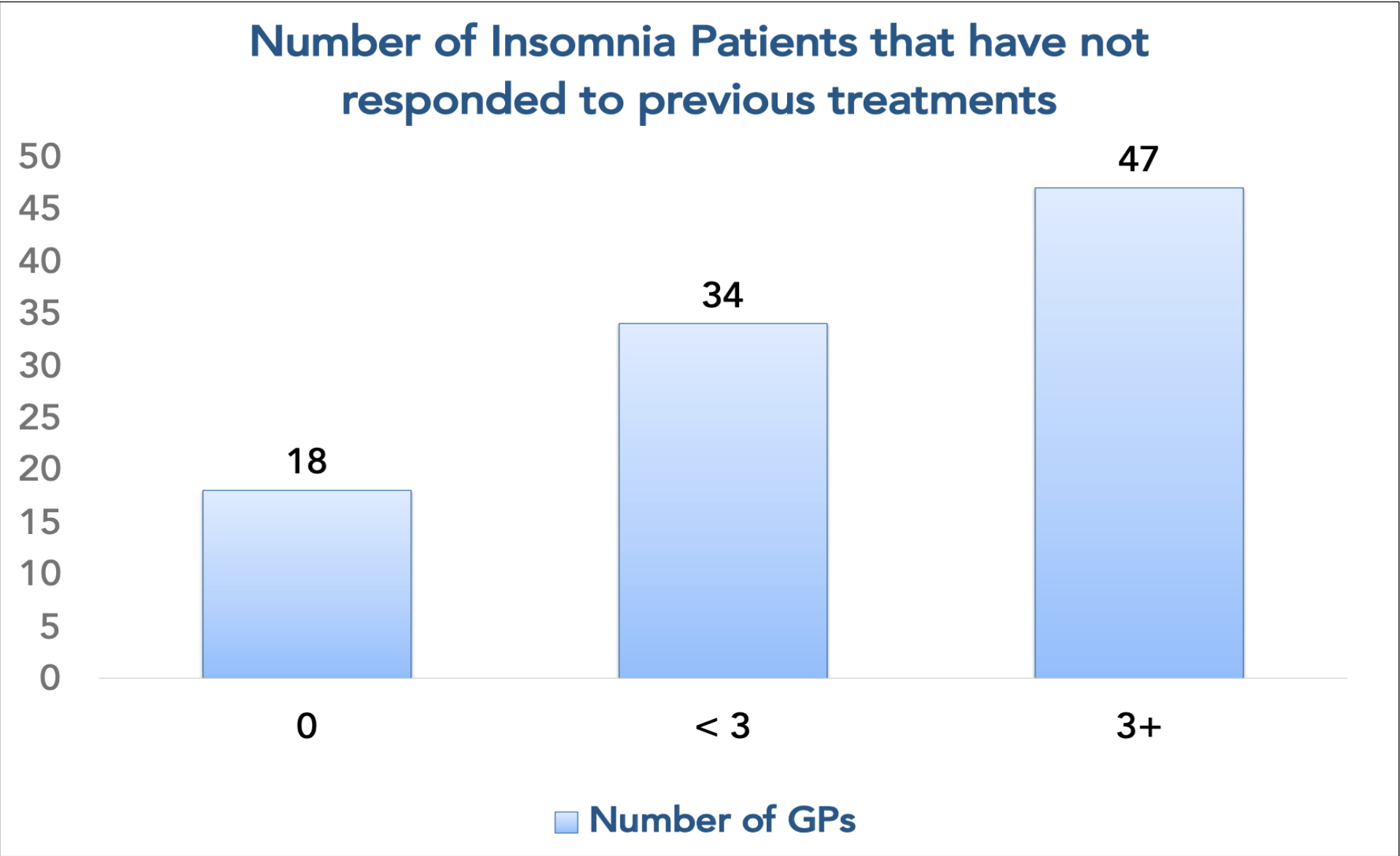
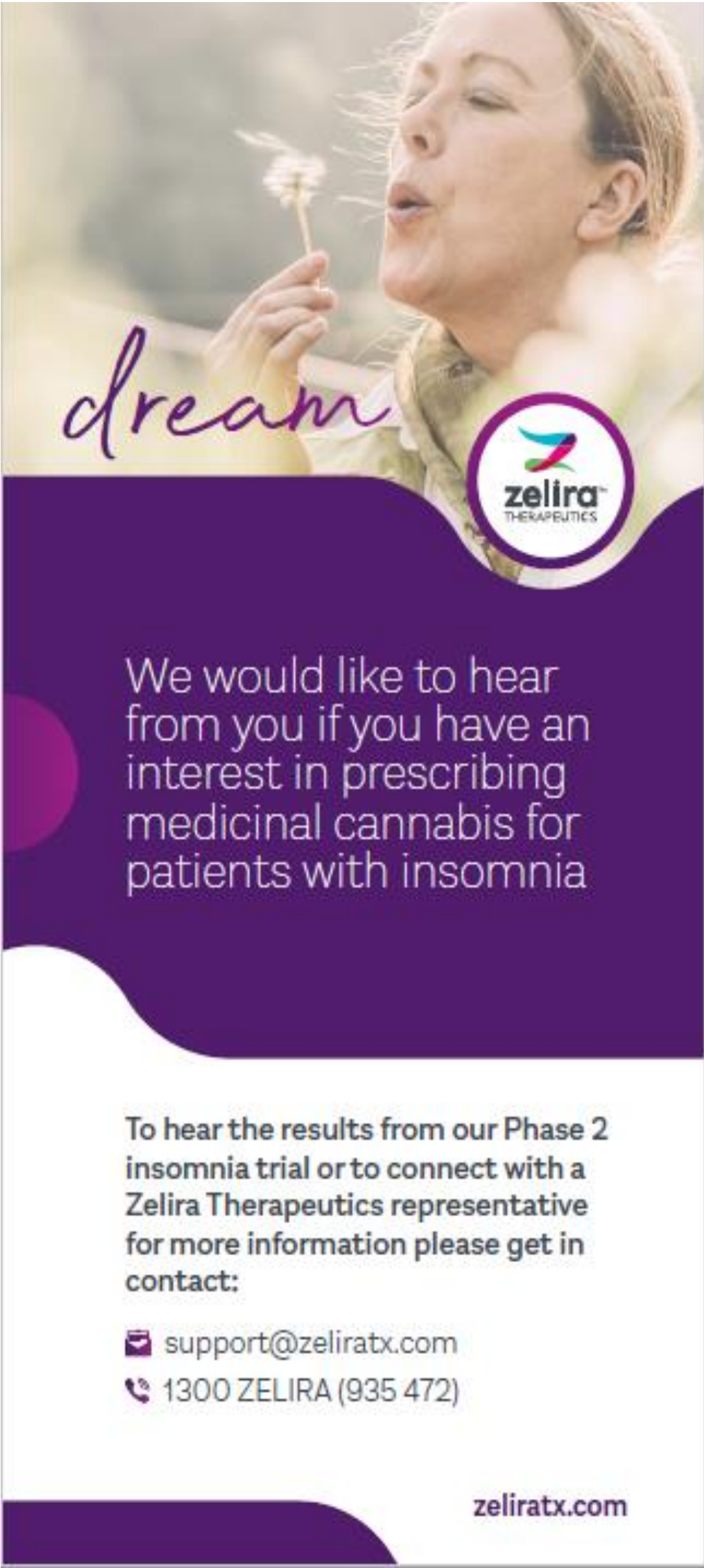
ZENIVOL™: FACILITATES TRADITIONAL TARGETED MARKETING

STRATIFICATION OF PATIENTS/ PRESCRIBERS

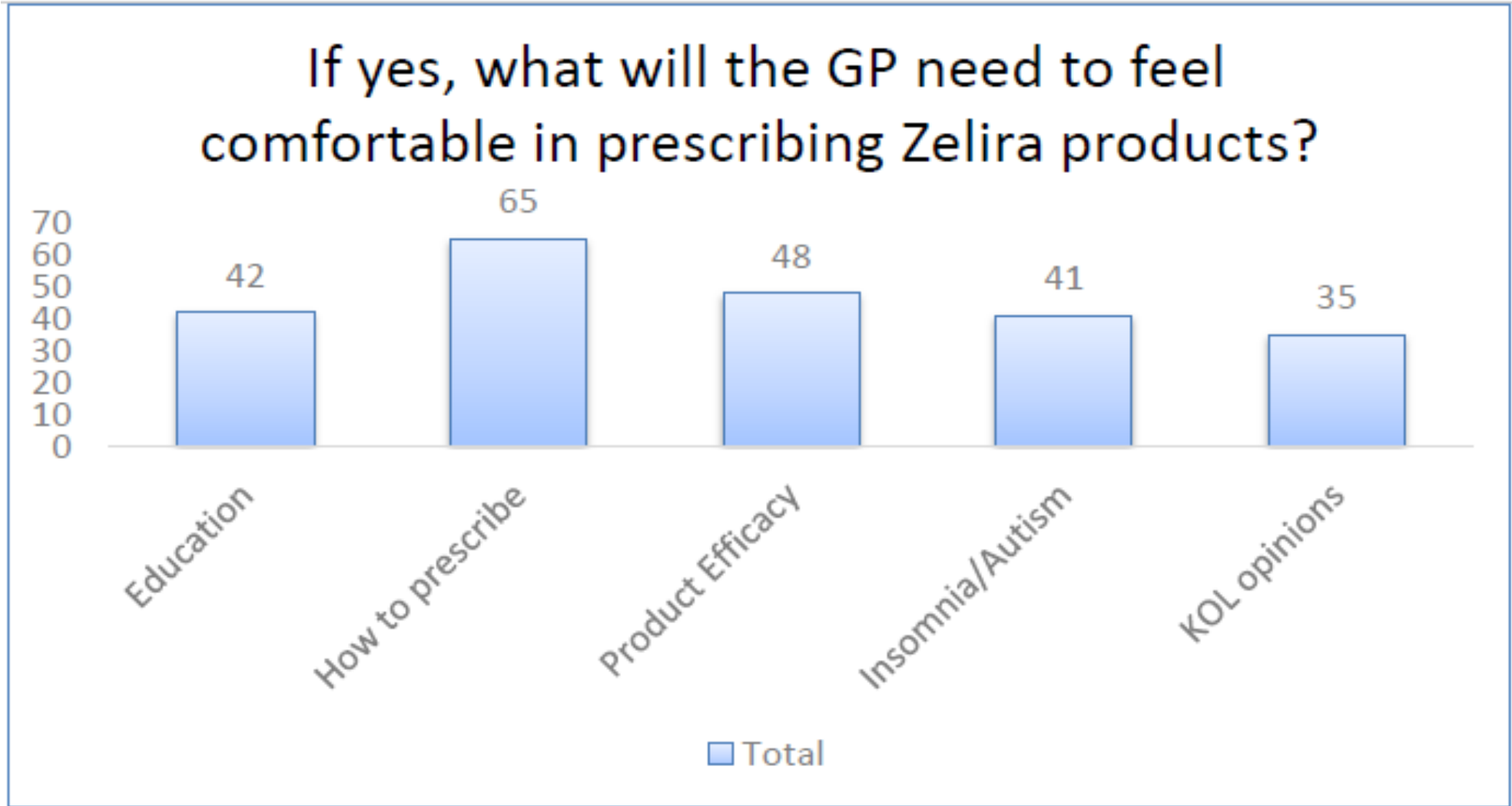
Packaging



Flyers



Have you considered prescribing cannabinoid-based medicines in the past?



GLOBAL MARKET OPPORTUNITIES

AUSTRALIA



25M

2019 population

11K

Registered medical
cannabis patients¹

30-50K

Forecast patient
numbers end of 2020¹

\$150M

Market sales: 2020¹
(Growth rate: 400%)

GERMANY



83M

2019 population

65K

Registered medical
cannabis patients²

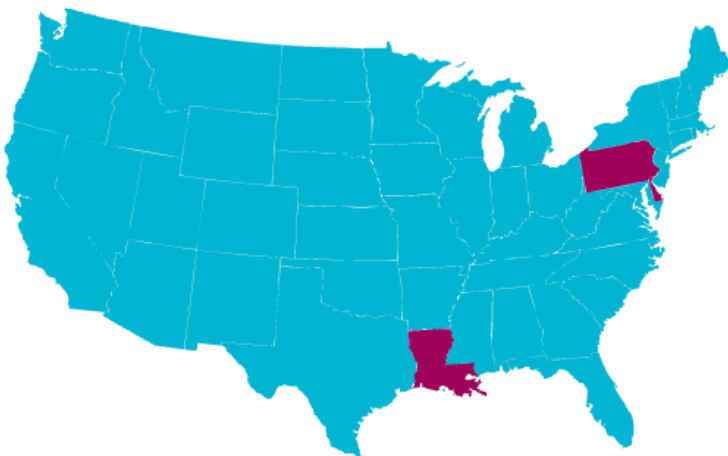
90%

Population covered
by private health
insurance

\$195M

Market sales:2019³
(Growth rate: 74%)

USA



330M

2019 population

4M

Registered medical
cannabis patients⁴



Pennsylvania

306K

patients⁵

Louisiana

5K

patients⁶

\$450M

Market sales: 2019⁷
(Growth Rate: 158%)

1. Fresh Leaf Analytics: Australian Medicinal Cannabis Market Q1 2020, 2. Prohibition Partners: European Cannabis Report 5th 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>

HOPE™ FOR AUTISM



AUTISM MARKET

- Autism affects 1.5% children¹
- Only 2 FDA approved drugs for Autism
- Significant side-effects
- Global Therapeutic Market \$3.2B²

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



**ALREADY LAUNCHED IN LOUISIANA IN Q2.
WILL LAUNCH IN AUSTRALIA IN Q4 2020**

HOPE™: FACILITATES TRADITIONAL TARGETED MARKETING



believe

Case Study

HOPE 1™ helps reduce the frequency of meltdowns, non-verbal communication and anxiety in a 3½ year old



Dr Charles S. Harris
Emergency Medicine at Christ Community Hospital, Chicago Illinois

Dr Charles S. Harris, Emergency Medicine at Christ Community Hospital, Chicago Illinois.

Dr Harris has worked in emergency medicine for 33 years and regards himself as a 'very conservative doctor'. Until recently, Dr Harris never considered medicinal cannabis as a legitimate treatment option. That all changed three years ago.

As he studied the growing body of research and the mounting clinical evidence supporting medicinal cannabis, Dr Harris began prescribing this treatment for his private patients. He considers the resulting improvements in the lives of his patients and their families have been truly transformative.

He's listened to many stories from carers and patients, some as young as 4 years old to patients in their mid 90s, about the incredible improvements to their quality of life.

Case Summary	
Pre-identified patient details	3½ year old male
Date of diagnosis	15 October 2020 (diagnosed aged 2½)
Medical history	No information supplied
Severity of condition	Severe
Previous medical/treatment history	Started CBD oil in previous 2 weeks - Showed some behavioural improvement
Most troublesome symptoms	<ul style="list-style-type: none">• Frequent hitting and biting others• Biting his own hands• Frequent meltdowns/tantrums• Lots of repetitive behaviour• Frequent stims• Very limited food choices but multiple random ingestions• Non-verbal• Poor attention span
Introduction of HOPE™	HOPE 1™ formulation (0.25ml THC: 0.25 ml CBD)
HOPE™ dosing	HOPE 1™ formulation four times per day - Total of THC 5ml and CBD 5ml per day
Clinical Outcomes with HOPE™	<ul style="list-style-type: none">• Reduction in meltdowns/tantrums• Improvement in attention span and eye contact• Moderate improvements in non-verbal, social interactions and sleep• Able to begin feeding himself• No improvement in self-injury behaviour or injuring others



HOPE™ Case Study

HOPE™ 1 & 2 available in the US since May 2019 with over 50,000 prescriptions

Families and patients feel the difference HOPE™ makes to their lives

HOPE™ products have been made available to an estimated 10,000 patients. Here's what they and their carers have to say:

“HOPE 1™ helps me stay focused and function better at work. I use HOPE 2™ if I have something anxiety inducing/ difficult to do on an off day. JULY 2020

Huge decrease in meltdowns and self injurious behaviors. Better attention to tasks. JULY 2020

We were able to get my son's risperadol dose cut in half with the help of HOPE™. JULY 2020

My child is able to focus longer than before HOPE™. She is less irritable, less hyper, and does less stimming. The most benefit is that she has become more focus in an activity, including activities in school. Some side-effects are, sluggish, and sleepy. At times and randomly I would have to increase her dose to 1ml from her typical dose of 0.75ml. SEPT 2020

Less anxious, less to no self injurious behaviors. JULY 2020

HOPE 1™ has allowed my daughter to relax and speak incomplete sentences, sit at circle time, attend to her multiple therapies, and decrease her verbal stimming. (HOPE 2™ increased her hyperactivity). SEPT 2020

We have slowly increasing the am dosage and feel we aren't quite there yet. JULY 2020



Products are not intended to diagnose, treat, cure or prevent any disease. Information is not intended as medical advice.

HOPE™ 1 & 2 Formulations		
	HOPE 1™	HOPE 2™
Active Ingredients	1:1 THC : CBD ratio THC (5 mg/mL) + CBD (5 mg/mL)	5:1 THC : CBD ratio THC (9.3 mg/mL) + CBD (1.7 mg/mL)
Excipients	Terpenes: • Alpha-pinene • Valencena • Eucalyptol A mild taste of choc-mint	Terpenes: • Beta-caryophyllene • Myroene • Alpha-bisabolol A mild taste of grapefruit
Formulation	Tincture blended with pharmaceutical grade refined, bleached and deodorised olive oil	
Administration	Taken orally	
Dosing	The optimal dose of HOPE™ has not been established. It is important to start with a low dose and increase as needed, to minimise the risk of side effects.	
Indications	HOPE™ should only be used to treat specific conditions / symptoms of an individual patient by an authorised medical practitioner as per the approval received	
Real World outcomes	A self-reported outcomes survey of patients with autism spectrum disorder (ASD) - data available on request. ⁴	

Ordering Zelira Medicines (Pharmacists)

Zelira Therapeutics has partnered with health House Holdings Ltd for the distribution of products in Australia. Delivery of our medicines to any pharmacy Australia-wide typical within 24 hours

08 9444 2444 info@healthhouse.com.au healthhouse.com.au


Prescribing Zelira Medicines (Doctors)

For more information about accessing cannabinoid-based medicines, Zelira Therapeutics products, or to report an adverse event contact

1300 ZELIRA (935 4720) support@zelirabx.com zelirabx.com

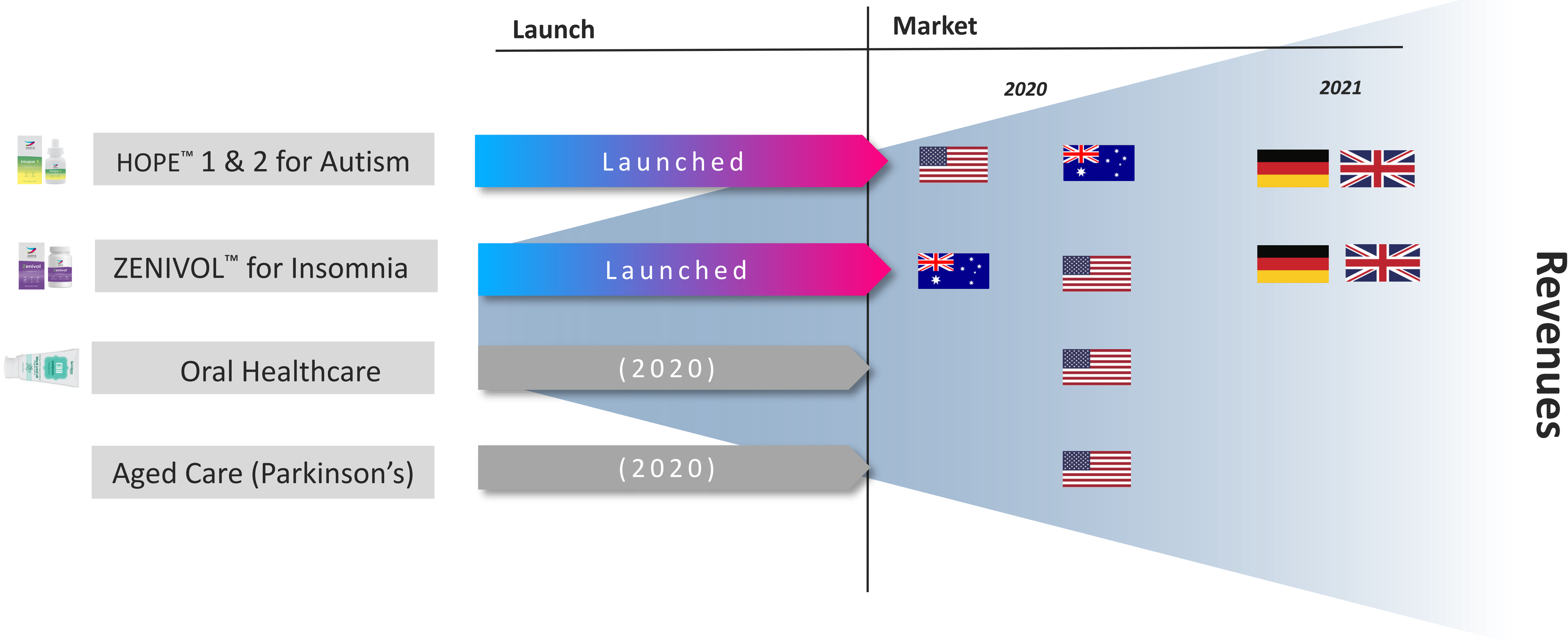
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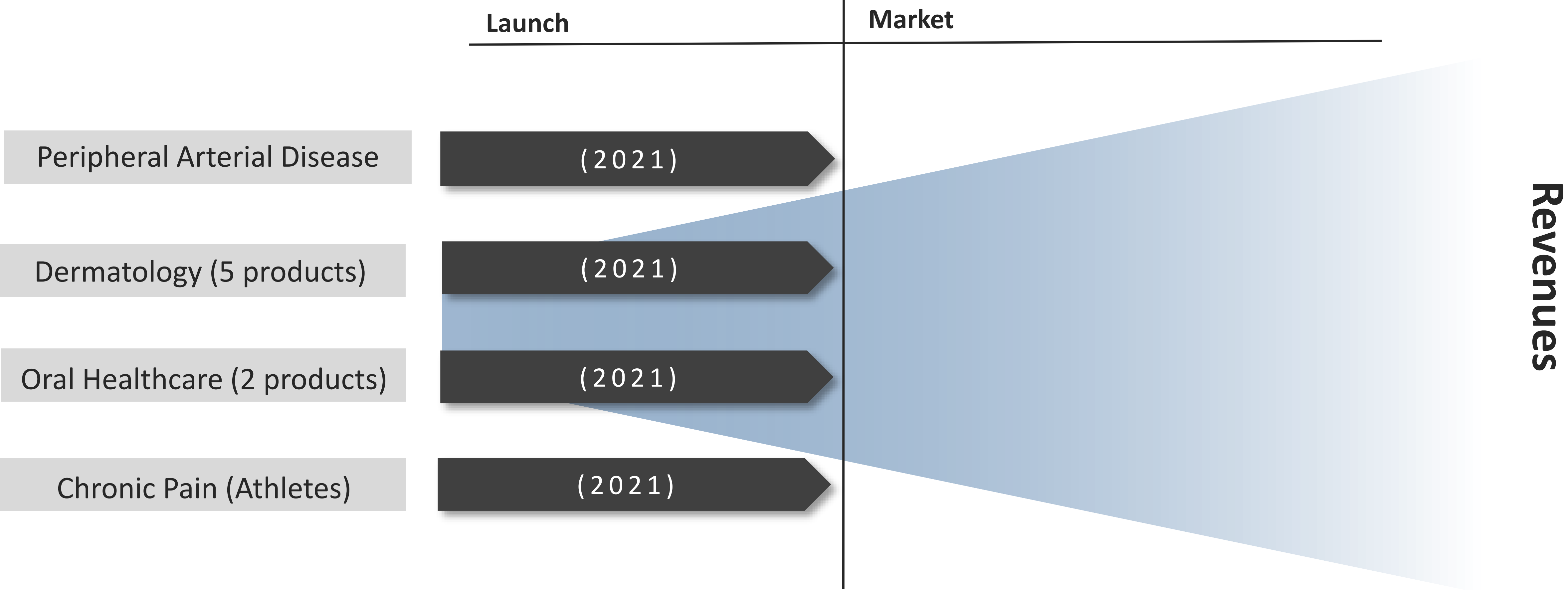


RICH PRODUCT PIPELINE LAUNCHING IN 2020

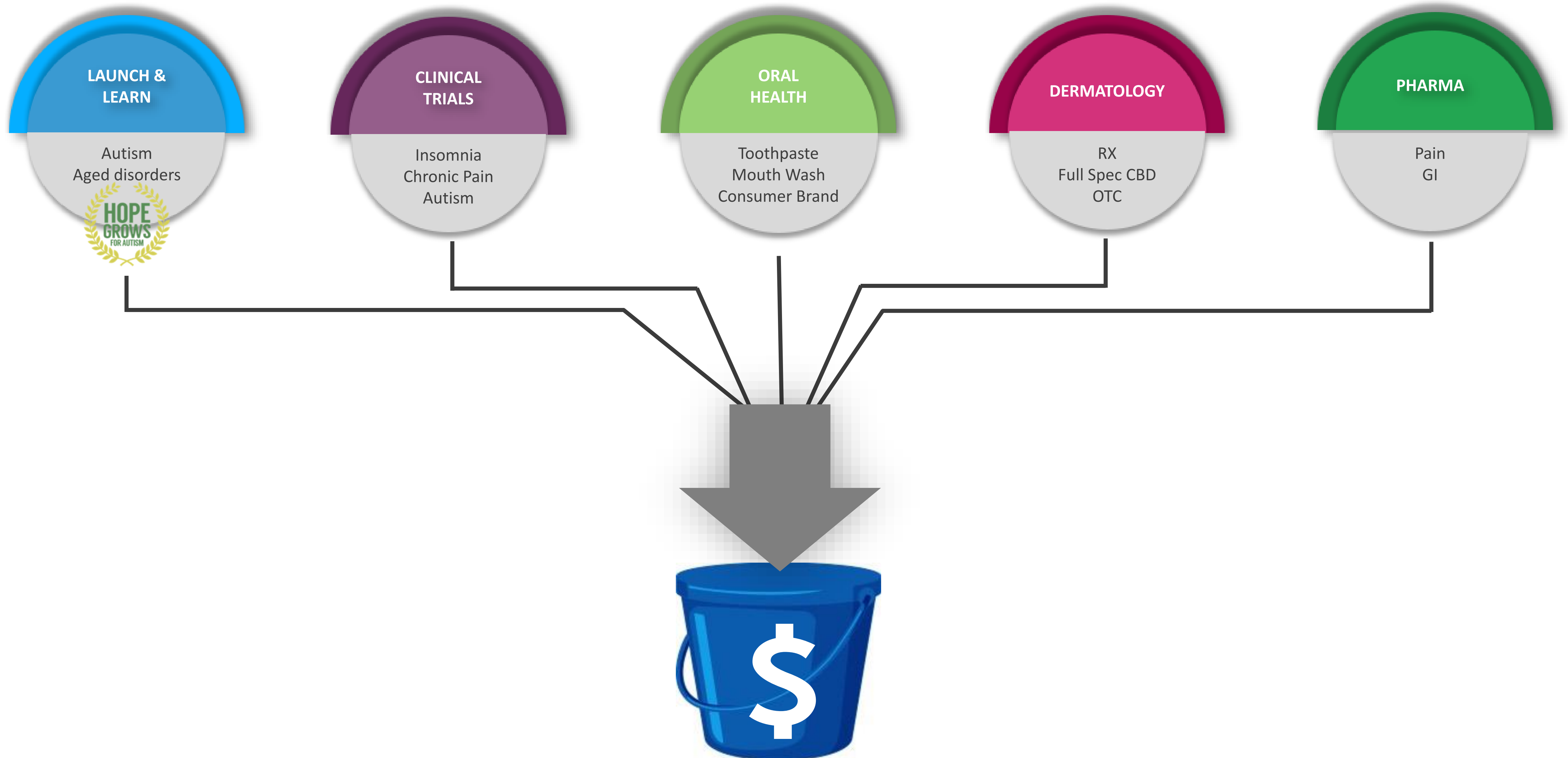
On-track to launch 5 products in 2020



NEW PRODUCTS LAUNCHES PLANNED FOR 2021



Zelira's Five Sources Of Revenues



CORPORATE SNAPSHOT

FINANCIALS (as at 16 Oct 2020)

	AUD\$
Share Price	\$0.094
52w Range	\$0.022 - 0.010
Current shares on issue	1.18b
Market Capitalisation	\$111m [US\$78m]
Cash (Sep 2020)*	\$9.6m
Cash Burn (2020FY)	\$5.7m

* Post \$10.7m capital raise in Aug 2020 (before costs)

CAPITAL STRUCTURE

Structure		Major Shareholders	
Directors Holdings:	14%	Ilera Investors	6.0%
Top 20 Shareholders:	36%	Jason Peterson	6.3%
Employee Options:	95m	Harry Karelis	4.2%
		Thorney Group	5.0%

SHARE PRICE (as at 16 Oct 2020)



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.



***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***