



A Global Biopharmaceutical Company Developing and Marketing Clinically Validated Cannabis Medicines

ASX: ZLD
OTCQB: ZLDAF

WWW.ZELIRATX.COM

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Company Overview

Zelira is a global biopharmaceutical company developing, and marketing clinically validated cannabis medicines.

It offers investors exposure to a rapidly emerging global industry at a very attractive valuation with significant value drivers over the next 6-9 months.



Global Markets Strategy

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



Clinical Validation Focus

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



Global Product Launch

Portfolio of branded, validated products launched globally.



Fast Tracking Commercialization

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



Revenue Generating

Multiple revenue streams from licensing payments, royalties and direct commercialization



Premium Product

Manufacturing Partner-EU GMP Certified.



Rx & OTC Development and Commercialization strategies

Products developed from Cannabis are Rx, requiring a physician intervention-Mid/Long term revenue.

Products developed from hemp are OTC, as such direct to consumer-Immediate-Mid/Long term revenue.

Zelira Revenue Streams



01

Launch & Learn

Rx

Autism
Aged disorders



02

Oral Health

OTC

Toothpaste
Additional Products-
2H, 2021 Launch



03

Dermatology

OTC

Five Products-
2H, 2021 launch

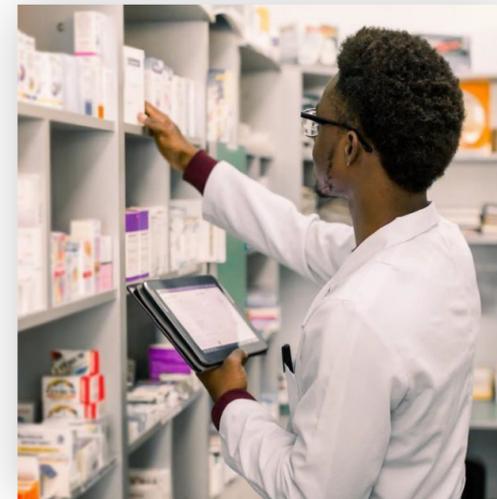


04

Clinical Trials

Rx

Insomnia
Opioid Sparing
Autism



05

Pharma

Rx

Pain
GI



Rapid Commercialisation Strategy



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% costs reimbursable via Australian R&D rebate program
- Supports path to registration



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

306K PA

Patients⁵

5K LA

Patients⁶

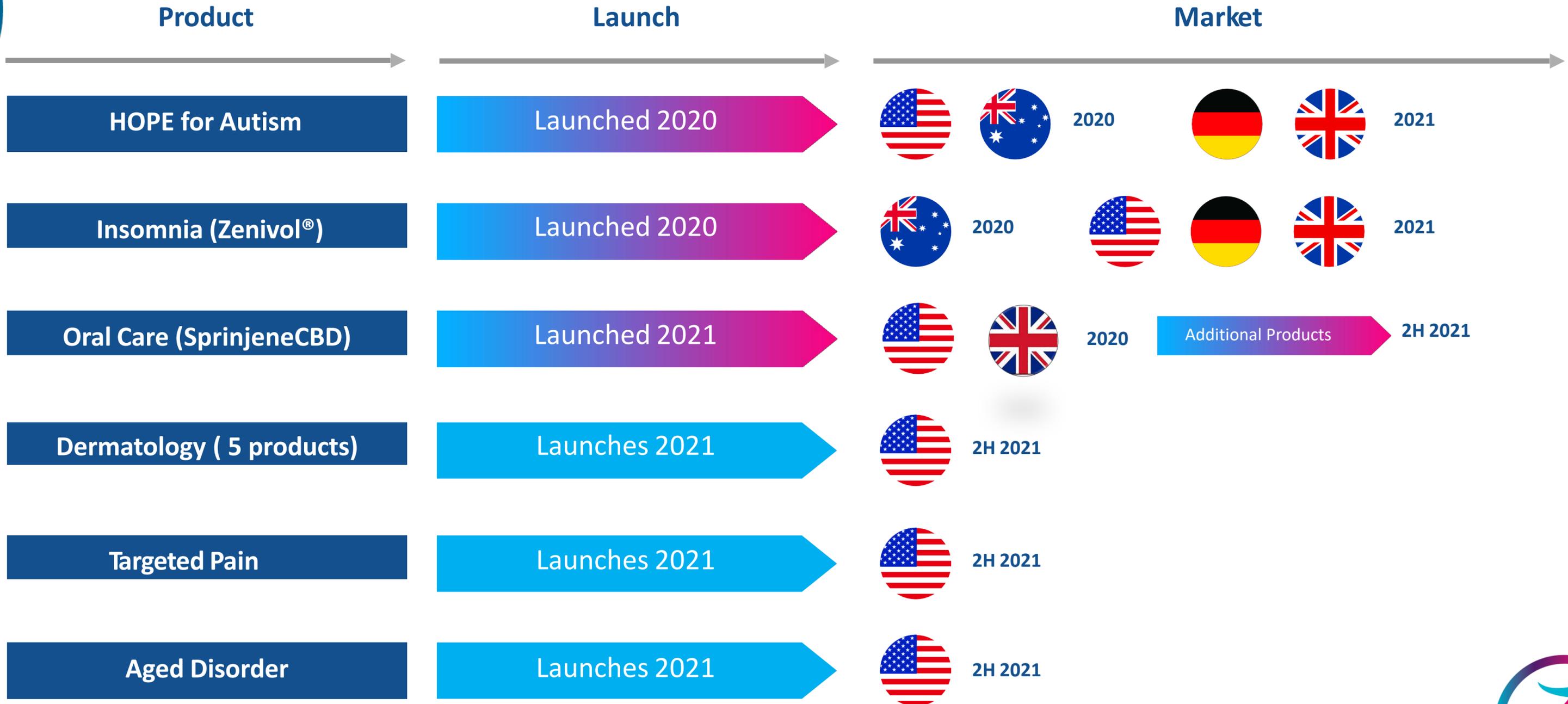
\$450M

Market sales: 2019³
(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>

Rich Product Pipeline



HOPE™ for Autism - Rx



Autism Market

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

Overview

HOPE developed with and for the Autism community

Published Real life data report-HOPE™ improves autism-related symptoms and quality of life for survey participants



US Revenues: Licensed in Louisiana and Washington DC (Deal Structure: Upfronts + double digit royalty).



Manufacturing agreement for Australia: Tasmanian Alkaloids



Distribution Agreement for Australia: HealthHouse



Launched and generating revenue in Australia, Washington, D.C., Pennsylvania and Louisiana



1. Center for Disease Control and Prevention. Autism Spectrum Disorder: Data & Statistics. Accessed December 14, 2017 (<https://www.cdc.gov/ncbddd/autism/data.html>) 2. <https://www.medgadget.com/2019/12/autism-spectrum-disorder-therapeutics-market-size-growth-analysis-insights-and-forecast-2019-2026.html>

Zenivol®-For Insomnia - Rx



Insomnia Market

- 30% of adults report symptoms of insomnia¹
- US Insomnia Market: US\$4 Billion by 2021²
- Current medications limited by side-effects

Overview

- World's first clinically validated cannabinoid drug for chronic insomnia
- Phase 1B/2A clinical trial confirmed Zenivol® safe, efficacious and improved quality of life
- Significant reduction in insomnia symptoms
- Clinical trial results published in peer reviewed journal of *Sleep*®



Manufacturing agreement for Australia: Tasmanian Alkaloids



Distribution Agreement for Australia: HealthHouse



Launched and generating revenue in Australia



¹ Roth, T. (2007). Insomnia: definition, prevalence, etiology, and consequences. *Journal of Clinical Sleep Medicine*, 3(5 Suppl), S7–10., 2. <https://www.marketsandmarkets.com/Market-Reports/us-insomnia-market-55727597.html>

Oral Care –Sprinjene CBD - OTC

CBD | Sprinjene Natural Toothpaste

is the newest addition to the Sprinjene® family of superior oral care products. This scientifically formulated toothpaste is bursting with the established benefits of Sprinjene's patented blackseed oil and Zinc formula, enhanced with the unique benefits of Hemp derived full spectrum CBD (THC-free).



Ingredients featured in CBD Sprinjene Natural Toothpastes help:

Free From: Artificial Dyes, Artificial Preservatives, SLS, Saccharine, Artificial Flavors, Animal Byproducts



Protect teeth from decay



Fight gingivitis



Relieve dry mouth



Reduce gum inflammation



Freshen breath



Control bacteria, plaque, and tartar

Overview

Product for full line of CBD oral care products



Toothpaste was launched in Q1 2021 and generating revenue with strong growth potential.



Available for purchase on zeliraoralcare.com, sprinjenecbd.com, amazon.com and wholesale distribution channels in the US



Expanded to the UK Market through exclusive distribution agreement with Health House International



Additional Products to be launched in 2H 2021



1. Center for Disease Control and Prevention. Autism Spectrum Disorder: Data & Statistics. Accessed December 14, 2017 (<https://www.cdc.gov/ncbddd/autism/data.html>) 2. <https://www.medpagetoday.com/2019/12/autism-spectrum-disorder-therapeutics-market-size-growth-analysis-insights-and-forecast-2019-2026.html>

Differentiated Dermatology- OTC

Dr. Karyn Grossman in the News



Dr. Karyn Grossman

- **Renowned board-certified cosmetic dermatologist**
- **Trained at Harvard Medical School**
- **Successfully launched products with clinical and commercial success.**
- **Key opinion leader in all fields of esthetics**
- **Popular celebrity following**
- **In-demand resource for high-value media outlets**

Overview

Science-backed Platform Technology

Zylorma™, a proprietary, patent pending, acne fighting complex with CBD, Salicylic acid and additional compounds to fight bacteria and clogged pores associated with acne , balance sebum production to help eliminate & prevent break-outs

World Class Inventors & Formulators

Experienced team with pharmaceutical and dermatological drug and cosmetic product development expertise and track record with understanding of drug physiology, mechanism of action and cannabinoid science

Focus on significant unmet needs in Dermatology

Leveraging Zylorma™ proprietary complex technology to create safe, efficacious and consumer validated treatments for dermatological conditions

Innovative Branding and Market-ready products

RAF Five™ is inspired by a true story. It all started from a fateful bus ride in 1964, when Raphael Mechoulam brought 5 kilo of Lebanese hashish he received from the Israeli Police to his laboratory at the Weitzman Institute in Rehovot. With that material he was able to isolate and identify the psychoactive component in Cannabis, Tetrahydrocannabinol (THC), that had eluded scientists for decades.



RAF FIVE products will launch in 2H 2021

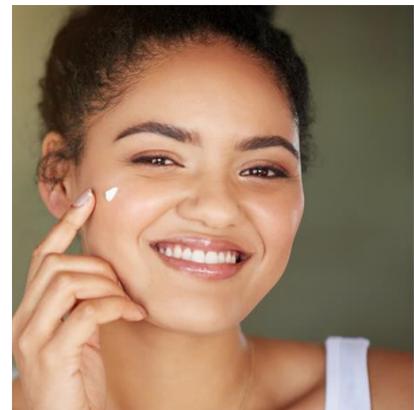


RAV FIVE™ PRODUCTS LAUNCH





**WASH AWAY
GEL CLEANSER
ACNE TREATMENT**



**WASH UP ACNE
CLEANSER**



**KICK OFF
HYDRATING LOTION
BROAD SPECTRUM SPF
30
SUNSCREEN**



**AFTER HOURS
MOISTURIZING LOTION
ACNE TREATMENT**



**CLEAR THE WAY
ACNE TREATMENT PADS**



Recent Milestones

- 01** Zenivol® clinical trial results published in the prestigious peer-reviewed journal SLEEP®
- 02** Clinical Pain Trial with Retired Professional Athletes
- 03** Breakthrough Research Demonstrates Significant Uptake of CBD Into the Brain
- 04** Zelira to launch CBD toothpaste in the United Kingdom (UK) via exclusive distribution agreement with Health House International
- 05** Entered Agreement with Cardiovascular Solutions of Central Mississippi for Product Development
- 06** Results from Phase 1 Dose Escalation Trial in Chronic Pain Patients
- 07** Moved Global Headquarters to Pennsylvania to Optimize U.S. Cannabis Market Exposure



Treating Insomnia Symptoms with Medicinal Cannabis: A Randomized, Cross-Over Trial of the Efficacy of a Cannabinoid Medicine Compared with Placebo

[Read](#)



Cannabis Co. Zelira To Begin Clinical Trials For Chronic Pain In Retired Athletes

[Read](#)



Zelira Therapeutics research demonstrates significant uptake of CBD into the brain

[Read](#)



Zelira Therapeutics (ASX:ZLD) to launch CBD toothpaste in the UK

[Read](#)



Zelira Therapeutics Enters Agreement with Cardiovascular Solutions of Central Mississippi to Develop Products

[Read](#)



Zelira Study: Cannabis Is A Safe Treatment For Non-Cancer Patients Using Opioids

[Read](#)



Medical cannabis company Zelira shifts HQ to Plymouth Meeting from Australia

[Read](#)



Corporate Snapshot

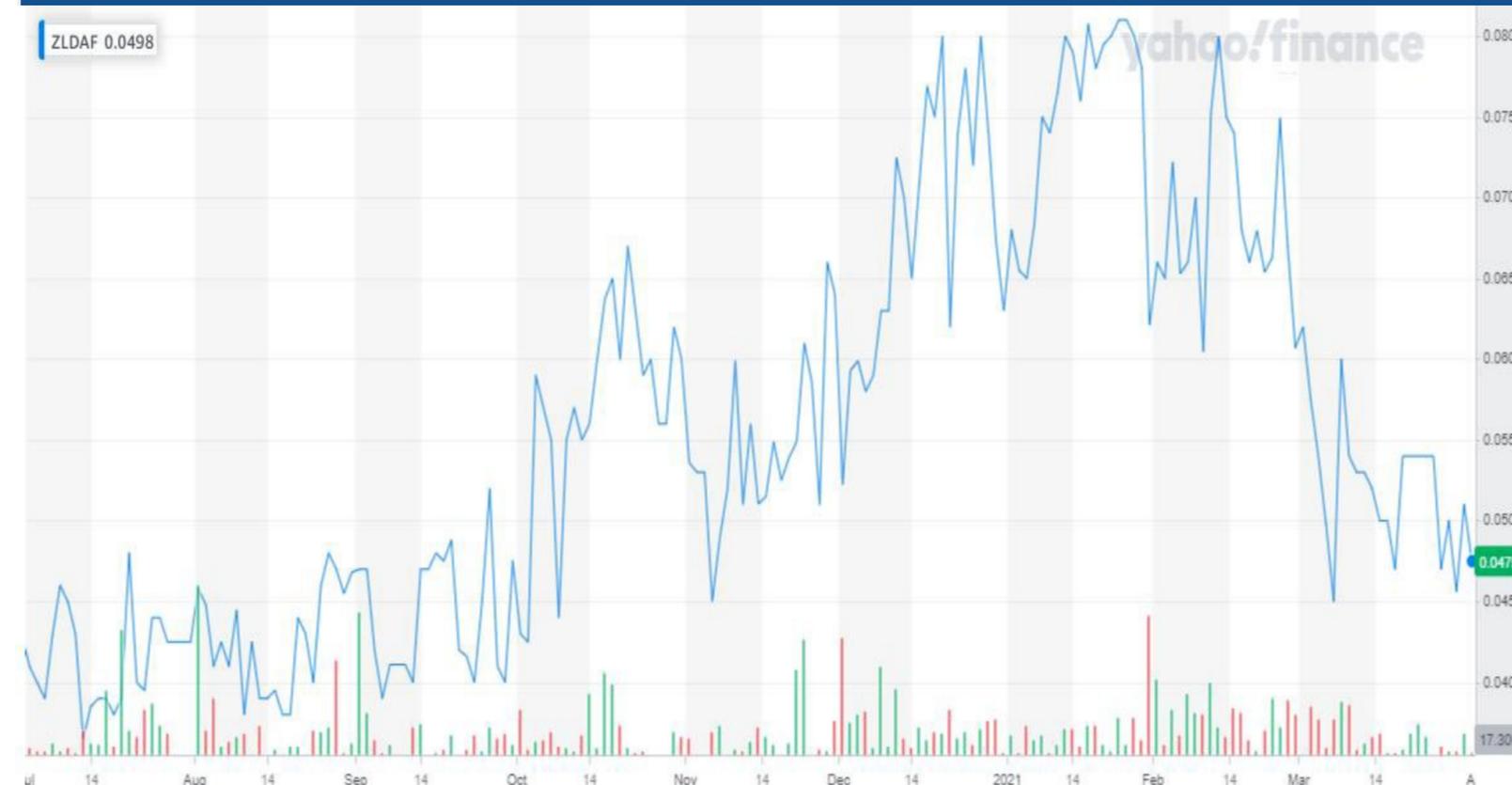
Financials (as at March 30 2021)

	AUD\$
Share Price	\$0.060
52w Range	\$0.041 - 0.140
Market Capitalisation	72.8m
Cash (March 2021)	\$6.5m

Capital Structure (Fully Diluted²)

	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 March 30 2021)



Global Board of Directors & Management

Global



Dr. Oludare Odumosu: CEO & Managing Director

- 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 (TER.CN) for \$225M in 2019.
Founding CSO/EVP of Ilera Therapeutics

United States



Osagie Imasogie: Chairman

- Over 30 years in the field of law, finance, business management, healthcare and the pharmaceutical industry.
- Founder and VP for GlaxoSmithKline ("GSK") Ventures
- 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, Ilera Therapeutics, iCeutica, Inc., Churchill Pharma, Ception Therapeutics Inc. and Trigenesis Therapeutics Inc.



Lisa Gray: Director

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

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.



Thank You

Zelira Therapeutics

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Marketing Clinically Validated Cannabis Medicines

