



20 August 2020

## ZELIRA THERAPEUTICS HOPE™ RANGE OF PRODUCTS LAUNCHES IN LOUISIANA

- **Zelira's HOPE™ products for autism now available for sale to approved dispensaries in Louisiana**
- **Zelira will receive ongoing royalties on sales**

**Zelira Therapeutics Ltd (ASX: ZLD, OTCQB: ZLDAF)** announces the launch of HOPE™ 1 & 2 for autism sufferers in the state of Louisiana. The launch is being undertaken by Zelira's licensee Advanced Biomedics LLC dba Ilera Holistic Healthcare, for the manufacture and distribution of the HOPE™ range in Louisiana. Under the terms of the licensing agreement, as announced in December 2019, Zelira received an up-front payment and will now receive revenue in the form of ongoing royalties from HOPE™ product sales in Louisiana.

With a population of more than 4.6 million people, Louisiana recently expanded laws to allow more patients to access medical marijuana. With the passage of ACT No 286 all physicians in the State are now i) allowed to recommend medical marijuana to any of their patients and ii) make such recommendations for any medical condition.

The HOPE™ range of products are being manufactured and packaged in Louisiana through a partnership between Ilera Holistic and Southern University's Agricultural Center and will be available exclusively to all of the State's licensed medical marijuana pharmacies.

HOPE™ was launched successfully in Pennsylvania in May 2019 by Ilera Healthcare, which holds the license for that State.

**Zelira Therapeutics USA CEO, Dr Oludare Odumosu commented** *"Zelira is committed to delivering high quality, cannabinoid medicine products and options to patients and physicians in Louisiana. Additionally, we remain steadfast in our partnerships across the globe to extend the benefits of HOPE™ to an even greater patient population while we continue to obtain additional data to enhance our understanding of the impact of medicinal cannabis on patients."*

**Ilera Holistic Healthcare CEO, Dr Chanda Macias commented,** *"After seeing the success of the HOPE™ launch in Pennsylvania we were determined to bring it to patients in Louisiana, a state which exceeds the national percentage of autism diagnoses while at-risk and under-served patients still struggle to receive safe and effective healthcare. Louisiana families deserve full access to all the benefits that cannabis medicine can provide, and we are thrilled to have HOPE™ in this market."*

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

**Tim Slate**  
**Company Secretary**

**About Zelira Therapeutics ([www.zeliratx.com](http://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 world's 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 Ilera Holistic Healthcare ([www.ileraholistichealthcare.com](http://www.ileraholistichealthcare.com))**

Ilera Holistic Healthcare is a fully integrated medical marijuana company that fuses science and innovation to discover life-changing therapies. In Louisiana, we partner our world-class cultivation and extraction methods with Southern University's to expertly create and deliver consistent, high quality medicines. From seed and soil to dispensary shelves, Ilera Holistic is committed to providing a superior health and wellness experience.

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