







9 May 2021

Zelira successfully launches ITURA™ with Cardiovascular Solutions of Mississippi



ITURA™ ADVANCE RELIEF CREAM DEVELOPED BY ZELIRA NOW
AVAILABLE IN THE USA

Key Highlights

-  Zelira Therapeutics has entered into an agreement with Cardiovascular Solutions of Central Mississippi (CVSCM) to develop products addressing symptoms in patients with Peripheral Arterial Disease and related diabetic neuropathies.
-  ITURA™ - Advanced Relief Cream Formula developed by Zelira was successfully launched by CVSCM with an initial order of 10,000 units.
-  Zelira will receive royalties on commercialised ITURA™ sales in the USA.
-  CVSCM has exclusive marketing rights to the USA, and Zelira retains rights for all other markets, ex-USA.



Zelira Therapeutics Ltd (ASX:ZLD, OTCQB:ZLDAF), a global leader in the research, development and commercialisation of clinically validated cannabis medicines is pleased to announce the launch of a new product ITURA™ - Advanced Relief Cream Formula through its partnership with Cardiovascular Solutions of Central Mississippi (CVSCM).

ITURA™ is an advanced relief cream formula using CBD and Hemp Spectra Technology that targets multi-symptoms such as numbness and tingling, muscle cramps, insensitivities and neuropathies including pain associated with Peripheral Artery Disease and diabetes.



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Zelira Therapeutics Managing Director, Dr Oludare Odumosu commented:

“The launch of ITURA™ is a significant milestone as we continue to deliver on our product development, commercialisation, and licensing strategy.

Together with our partner CVSCM we are enhancing people's lives by providing a novel relief formula for a largely unmet therapeutic area of need that has substantial market potential in the USA and globally.”

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CVSCM CEO, Dr. Foluso Fakorede, said:

“CVSCM has been committed to solution-focused partnerships and collaborations. Our partnership with Zelira Therapeutics has led to ITURA™, a proprietary novel therapeutic option for patients whose lives and livelihoods have been upended by pain.

These people no longer have to suffer. The relief ITURA provides to individuals with chronic debilitating conditions has proven to be effective, tolerable and affordable. We are excited to bring this innovation in care to them and look forward to its tremendous impact in improving their lives.”

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The initial purchase order of 10,000 units has been manufactured and paid for by CVSCM. In accordance with the licensing agreement (announced 20 July 2020), Zelira received an upfront payment on executing the license agreement and upon the completion of ITURA™ development and will receive ongoing royalties on the commercialisation of ITURA™ now available for sale online in the USA at www.iturarelief.com. CVSCM has exclusive marketing rights to the USA market and Zelira retains rights for all other markets, ex-USA.



In America, diabetes is a public health crisis, costing \$326 billion dollars annually according to the American Diabetes Association. By 2050, it is projected that 1 in 3 Americans will have diabetes according to a recent analysis from the Centers for Disease Control¹.

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

For further information please contact

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1. National Diabetes Statistics Report, 2017. CDC website. [cdc.gov/diabetes/pdfs/data/statistics/national-diabetesstatistics-report.pdf](https://www.cdc.gov/diabetes/pdfs/data/statistics/national-diabetesstatistics-report.pdf). Published and accessed July 18, 2017



About Zelira www.zeliratx.com



Zelira Therapeutics Ltd (ASX:ZLD, OTCQB:ZLDAF) is a leading global therapeutic medical cannabinoid company with access to the world's largest and fastest growing cannabinoid medicine 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.

The Company is focused on developing branded cannabinoid-based medicines for the treatment of a variety of medical conditions in its Rx business, including insomnia, autism and chronic non-cancer pain.

The Company has two proprietary formulations under the HOPE™ brand that are generating revenues in Australia, Pennsylvania and have been licensed in Louisiana and Washington D.C. with other states in the US expected to follow. Zelira is also generating revenue in Australia from its proprietary and patented Zenivol™ - a leading cannabinoid-based medicine for treatment of chronic insomnia. Zenivol™ has successfully completed the world's first Phase 1b clinical trial for chronic insomnia where it was found to be a safe and effective treatment.

In 2020, Zelira partnered with SprinJene® Natural to develop and commercialise natural and organic oral care products under the SprinjeneCBD brand, as part of Zelira's OTC business. The SprinjeneCBD toothpaste product is the first of several scientifically formulated, hemp-derived, oral care products containing cannabinoids and based on the proprietary and patented technology of Blackseed oil and Zinc.

The Company conducts its 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 Cardiovascular Solutions of Central Mississippi PADadvocate.com



Cardiovascular Solutions of
Central Mississippi



Cardiovascular Solutions of Central Mississippi is a center of excellence in the heart of the Mississippi Delta founded in 2015 to bridge the gap in cardiovascular health disparities that have long plagued the region.

It became the first cardiovascular minority physician-led comprehensive outpatient-based clinic and procedural center in the state of Mississippi. Dr. Fakorede assembled a great team to help accomplish a herculean mission of having treated over 10,000 patients and aiming to reduce geographic disparities in access to care by putting on an apron of humility - to serve others with dignity and quality care. He and his teammates made the invisible people with PAD visible and worked on behalf of a forgotten region to bridge the cardiovascular health equality gap, by encouraging preventative mindset in community outreach programs.

Amputations and complications from diabetes are at pandemic rates in the Mississippi Delta. Dr. Fakorede has been on the forefront of bringing awareness to PAD and health disparity of minorities and has worked tirelessly on policy and multiple national advisory boards to bring attention to this epidemic rate of non-traumatic amputations. Dr. Fakorede, along with other collaborators, published The Mississippi Delta Miracle: Angiographic Screening Yields Dramatic Reduction in Amputations in January 2019 edition of Cathlab Digest.

The article successfully highlights the path taken by the practice to reduce amputation rates by 88% over 4-year span, and in the process securing patient access to high-quality and cost-effective interventional treatment across the region.

The CVSCM daily efforts in their fight against health inequities in the PAD space has been printed in multiple Op-ed publications and recently, the ProPublica publication of The Black American Amputation Epidemic. The awareness campaign has led to over 150 million people reached, NBC nightly news appearance with Lester Holt, and reprinted in multiple respected journals. The CVSCM team has become the gold standard for PAD advocacy with a purpose driven mantra to impact the lives of all underserved communities by demanding a clarion call to action on behalf of the voiceless while seeking disruptive therapies that will ultimately bridge treatment gaps in addressing health care inequities.

