

ZELIRA THERAPEUTICS

A Global Biopharmaceutical Company Developing and Marketing Clinically Validated Cannabinoid-Based Medicines

ASX: ZLD
OTCQB:ZLDAF
zeliratx.com



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 availability 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 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.



Zelira is a global biopharmaceutical company researching, developing, and marketing clinically validated cannabinoid-based medicines.

It offers investors exposure to a rapidly emerging global industry at a very attractive valuation, with multiple shots on goal - to create significant value.



Overview of Zelira® Therapeutics



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.



Revenue Generating

Multiple revenue streams from licensing payments, royalties and direct commercialization.



Premium Product

Manufacturing Partner-EU GMP Certified.



Fast Tracking Commercialization

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



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 to mid/long term revenue.



Milestones achieved in 2021



Levin health licensing and management agreement signed to conduct chronic pain treatment clinical trial on retired athletes

3 Jun



Breakthrough research at Curtin University (Australia) demonstrates significant uptake of CBD into the brain

18 Jun



Zelira® US Observational Clinical Pain Trial receives IRB approval

12 Jul



Zelira® raises US\$5 million from Quincy Street Capital LLC, a US-based family office fund

20 Oct



Zelira® partners with Health House International via exclusive distribution agreement to launch CBD toothpaste in the United Kingdom

15 Jun



Clinical trial results of Zelira's Zenivol® published in prestigious peer-reviewed journal SLEEP

21 Jun



Zelira® Launches RAF FIVE™ Acne Treatment products through its dermatology focussed subsidiary

23 Sept



Zelira® Develops EDCDM technology for making free flow powder from cannabinoid distillate and signs new licensing deal

3 Nov



Milestones achieved YTD in 2022



Zelira®, in partnership with CVSCM launched ITURA™ Advance Relief Cream

9 May



Progressed arm one (enrolment of 20 patients) of a three-arm diabetic nerve pain drug trial, a head-to-head trial against a Big Pharmaceutical company's multi-billion dollar revenue drug

30 May



Zenivol® receives formal BfArM approval in Germany

13 Jul



HOPE®1 results of longitudinal, real-world data (RWD) study in autism support safe and effective use

17 May



Zenivol® results of longitudinal, RWD support its effectiveness in managing the treatment of insomnia

8 Jun



Total revenue in FY22 was up 132% (see above) to \$1.5 million (FY21: \$0.7 million)



Zelira expands into Germany with ZENIVOL®



- In July 2022 Zenivol® received formal approval from German regulatory authority BfArM, for commercialisation by Adjupharm GmbH
- Formal approval of Zenivol® is a major milestone in Zelira's expansion into Germany, one of the world's largest markets for cannabinoid-based medicines and Europe's largest market
- Advances the Company's global commercialisation strategy to grow its Pharmaceutical (Rx) portfolio
- Expands the availability of Zenivol® beyond Australia for the first time
- Reinforces the pharmaceutical quality of Zelira's Australian production capabilities, including the safety and efficacy of Zelira's clinically validated cannabinoid-based medicines .



SIGNIFICANT EVENTS

At a Group level, fundraising values Zelira® at

A\$122.8M

*US\$5 million raised from
US-based family office fund,
Quincy Street Capital LLC*

US\$3.5M A\$4.79M

*US\$3.5 million (A\$4.79 million) via a placement of
Zelira® fully paid ordinary shares*

US\$1.5M A\$2.05M

*via an equity investment in Ilera Derm LLC (Zelira
Dermatology) for a 3% shareholding in that company,
valuing Zelira Dermatology at US\$50 million.*



Australian operations remain a core and important part of the Company with world class clinical trials to continue to be conducted in Australia and managed by Australian-based employees.



February 2021, Zelira® announced management changes designed to strengthen the Company's focus on global markets, and in particular the US.



Milestones of US based product sales exceeded US \$1 million thereby satisfying the Class A Performance rights held by Zelira directors and the original Ilera Therapeutics shareholders who have received 393,870,322 shares.



\$1.3 MILLION

January 2022, Zelira® received \$1.3M cash refund under the Australian Federal Government's R&D Tax Incentive Scheme

175:1 CAPITAL CONSOLIDATION

*In April 2022, Zelira completed a consolidation
of its issued securities on a 175:1 basis*



REVENUE STREAMS



1

Launch & Learn **Rx**

Autism
Aged disorders
Insomnia

2

Oral Health **OTC**

Toothpaste
Additional Products, 2022 Launch



3

Dermatology **OTC**

Five acne treating
products launched 2021



4

Clinical Trials **Rx**

Insomnia
Opioid Sparing
Autism



5

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



PIPELINE



HOPE[®] for behaviours associated with Autism Spectrum Disorder Rx



Autism Market

- Autism affects 1.8% children¹
- Only 2 FDA approved drugs for Autism
- Existing medication has significant side-effects
- Global ASD market \$3.2B²

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>

Overview

Two published, longitudinal real world data studies demonstrated improvements in autism related behaviours and quality of life for patient and carers with HOPE[®]



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



Manufacturing agreement for Australia: Extractas Biosciences



Distribution agreement for Australia: Health House



Distribution agreement for NZ: NUBU Pharmaceuticals

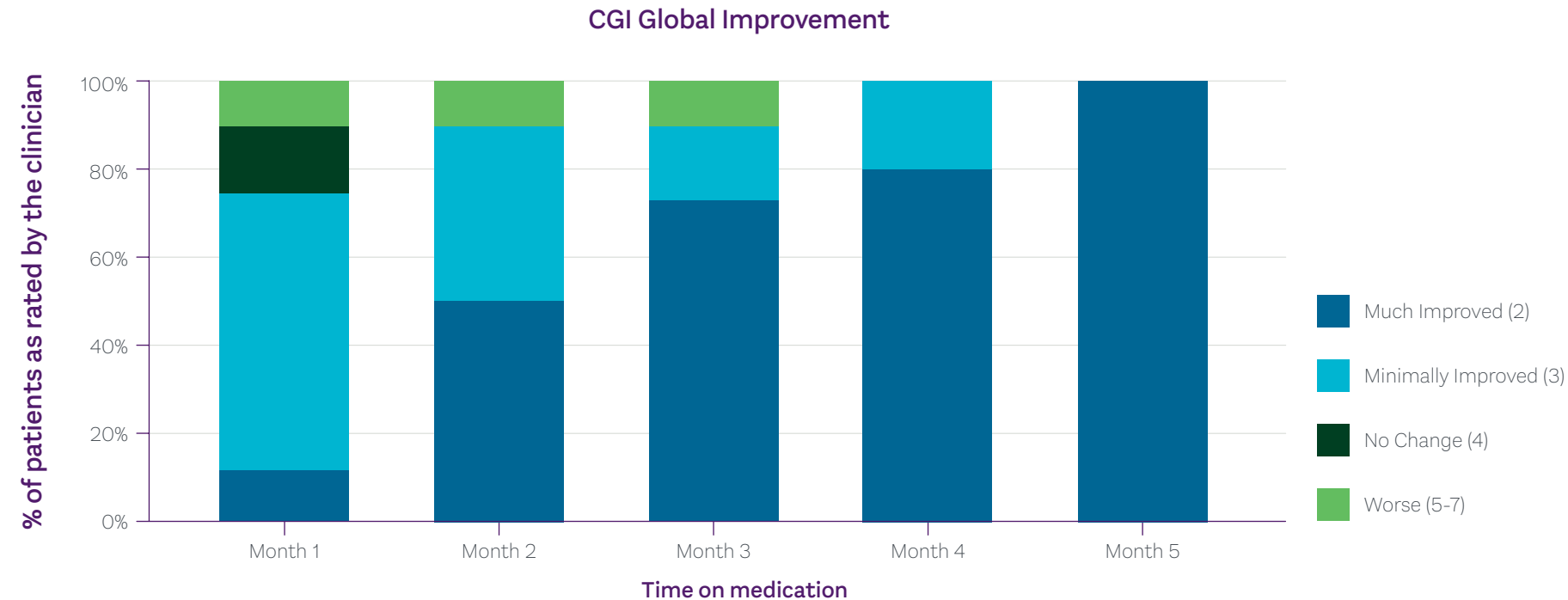


Launched and generating revenue in Australia, Washington, D.C., and Louisiana



Zelira sponsored – HOPE[®] longitudinal, real-world data study

Clinical Global Impression (CGI) Global Improvement and Efficacy scores of Emerald HOPE[®] patients



Improvements in CGI Global were observed with generally increasing improvements the longer the patient was on treatment

OBJECTIVE: Investigate the effect of HOPE 1 on behavioural symptoms in people with ASD, ENDPOINTS: Improvement in CGI scores (Clinician and Caregiver) , PATIENTS: N = 45
PATIENT AGE: Mean age of patients was 14.1 years of age; the youngest patient was 5.1 years
DURATION: Mean time on treatment was 4.8 months; maximum treatment time to-date was 8.9 months



Zenivol® for chronic, unresolved 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*®



Approved by BfArM for German market



Manufacturing agreement for Australia: Extractas Biosciences



Distribution agreement for Australia: Health House



Distribution agreement for Germany: Adjupharm GmbH



Distribution agreement for NZ: NUBU Pharmaceuticals



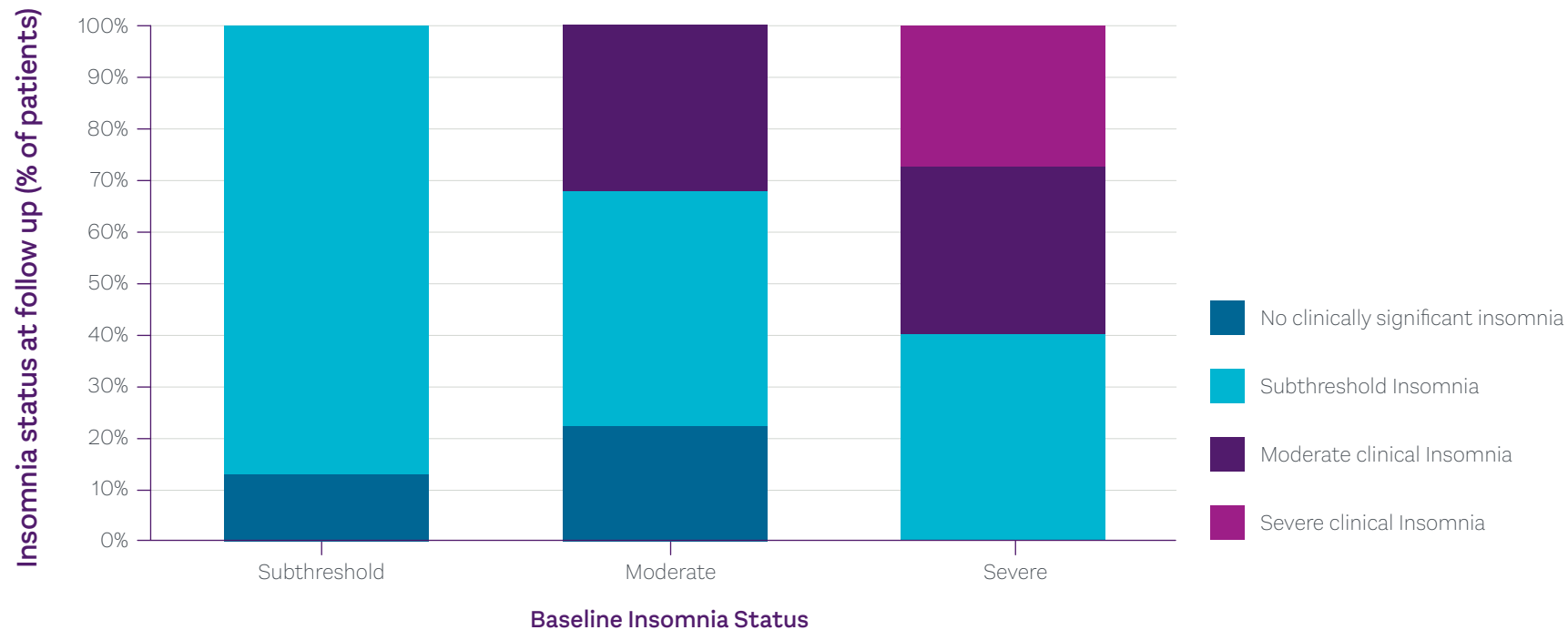
Launched and generating revenue in Australia

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>



Zelira sponsored – ZENIVOL® longitudinal, real-world data study

Change in Insomnia status whilst on ZENIVOL®, as measured by the Insomnia Severity Index (ISI)



Overall, patients taking ZENIVOL® improved from a baseline ISI score of 19.5 (Moderate clinical insomnia) to 14.3 (Subthreshold insomnia levels) ($p < 0.001$).

OBJECTIVE: Investigate the effect of Zenivol in improving sleep in people with chronic insomnia, ENDPOINTS: Improvement in ISI scores (Insomnia Severity Index), PATIENTS: N = 94
PATIENT AGE: The mean age of active patients was 56 years of age with the oldest patient being 77 years of age DURATION: Maximum time to-date that a patient had taken ZENIVOL® was 10.8 months (or 329 days). The mean time on treatment for active ZENIVOL® patients was 4.3 months



Oral Care – SprinJene CBD OTC



Overview

- 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 2022



Oral Care – SprinJene CBD

Bursting with the unique benefits of 3 natural ingredients



Hemp derived full spectrum CBD (*cannabis sativa*)

Our CBD-based toothpaste boosts your endocannabinoid system which helps fight inflammation and regulate internal systems to maintain a healthy balance.



Black Seed Oil (*nigella sativa*)

Our patented formula is bursting with Black Seed Oil, which contains Thymoquinone, which has anti-inflammatory and antibacterial benefits for maintaining healthy gums for relieving dry mouth.



Zinc

The FDA has recently approved the use of Zinc as a natural anti-gingivitis agent. It also enhances the effectiveness of the Black Seed Oil to provide its beneficial properties and delivers long lasting oral freshness.

Ingredients featured in CBD SprinJene Natural Toothpaste help...



Protect teeth from decay



Fight gingivitis



Control bacteria, plaque and tartar



Relieve dry mouth



Fresh breath



Remove surface stains



Reduce gum inflammation



RAF FIVE™ - Differentiated dermatology OTC

Dr. Karyn Grossman in the News



- 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
- Focus on significant unmet needs in Dermatology
- Innovative Branding and Market-ready products
- World Class Inventors and Formulators

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

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 Weizmann 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™ Product Range



WASH AWAY GEL CLEANSER
ACNE TREATMENT



SPOT ON ACNE TREATMENT



KICK OFF HYDRATING LOTION BROAD
SPECTRUM SPF 30 SUNSCREEN



AFTER HOURS MOISTURIZING
LOTION ACNE TREATMENT



CLEAR THE WAY
ACNE TREATMENT PADS



Enhanced Distillate Capture and Dissolution Matrix (EDCDM)

Distillate into capsules and tablets, made easy

We have solved two key issues holding back wider acceptance of cannabinoid medicinal products – the difficulty in formulating solid oral dosage drugs with distillate and the low rate of dissolution in the body from capsules and tablets.

PROBLEM

CANNABINOID
DISTILLATE



DIFFICULTY WITH FORMULATION AND DEVELOPMENTS OF FREE FLOW POWDER-BASED CAPSULES AND TABLETS DUE TO NON-UNIFORMITY AND SEPARATING FROM POWDER BED

SOLUTION

CANNABINOID
DISTILLATE



ZYRAYDI™
TECHNOLOGY

CANNABINOID
DISTILLATE



PHARMACEUTICAL GRADE
FREE-FLOWING POWDER BASE
FOR CAPSULES AND TABLETS



IN PRACTICAL TERMS



CANNABINOID DISTILLATE
without ZYRAYDI™ technology



ZYRAYDI™
ingredient matrix



ZYRAYDI™ CAPSULES
AND TABLETS

Zelira Patent Portfolio

Going into 2022-23 Zelira's patent portfolio has been granted or under consideration in 26 countries spanning across the globe. There are 41 patents granted and 103 under prosecution across 9 different therapeutic areas

Therapeutic Area	Granted/Allowed	Under Prosecution/Examination
Cancer compositions	8	13
Skin compositions	4	8
Sleep compositions	8	27
Cancer prognosis	18	
Autism compositions		12
Pain compositions	1	16
PTSD/Anxiety composition	1	13
Opioid sparing compositions	1	13
Encapsulation	0	1
Total	41	103



Corporate Snapshot

Financials (as at 23 August 2022)

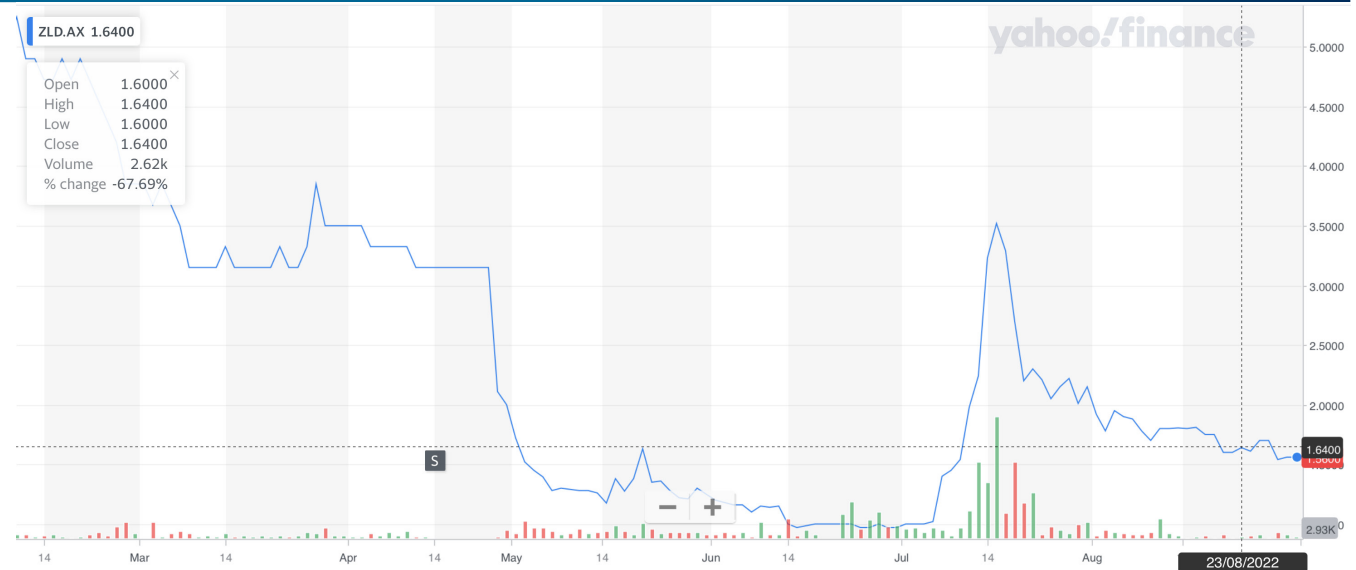
	AUD\$
Share Price	1.60
52w Range	0.97 - 9.97
Market Capitalisation	15M
Cash (at 31 March 2022)	2.7M

Capital Structure (Fully Diluted²)

Structure		Major Shareholders	
Directors Holdings:	14.6%	Ilera Investors	35.2%
Top 20 Shareholders:	62.2%	Jason Peterson	4.2%
Employee Options:	1.1M	Quincy Street Capital	3.5%

If all performance rights are converted and options exercised

Share Price (Market Data as at 23 August 2022)



Global Board of Directors



Osagie Imasogie
Chairman

- Over 30 years in the field of law, finance, business management, healthcare and the pharmaceutical industry.
- Founder and VP for Glaxo Smith Kline ("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.



USA



Dr. Oludare Odumosu
Global CEO

- 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 Mid 2019. Founding CSO/EVP of Ilera Therapeutics.



GLOBAL



Lisa Gray
Director

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



USA



Tim Slate
Non-Executive Director

- Founder, Director of accounting, secretarial and advisory firm Catalyst Corporate
- Appointed Company Secretary on 16 December 2016
- Over 15 years of experience in the ASX, accounting and secretarial advisory sector.



AUS



Thank You

Zelira Therapeutics

Phone +1-484-630-0650 | **Email** info@zeliratx.com

zeliratx.com

