



ASX Announcement

7 August 2017

## **Creso Pharma to launch innovative hemp-based animal health products with Virbac in Switzerland**

### **Highlights:**

- **Creso Pharma has signed an exclusive commercialisation agreement with Virbac, a global pharmaceutical animal health company, for the launch of its first original hemp-based complementary animal feed products;**
- **The Swiss launch of anibidiol® 1.25 and anibidiol® 2.5, Creso Pharma's proprietary formulated hemp-based complementary feed products for companion animals, is on schedule for Q4 2017;**
- **Hemp extract was registered on the European Feeds Material Register earlier this year;**
- **Agroscope, the Swiss authority responsible for safe feed in Switzerland and trade from Switzerland, has issued Free Sales Certificates for anibidiol® for companion animals.**

**Creso Pharma Limited** (ASX: CPH, "Creso" or the "Company") has signed a commercialisation three-year agreement with Virbac Switzerland AG (**Virbac**) to distribute its high-quality, proprietary formulated, hemp-based complementary feed products for companion animals in Switzerland and Lichtenstein.

From September Virbac will be the exclusive distributor of Creso Pharma's animal health products in Switzerland and Lichtenstein with the rights to sell and distribute the products under Creso's trademark.

Creso has developed and will manufacture the products and Virbac will launch, market and promote the products to veterinarians and pet owners. The agreement starts from September 1<sup>st</sup>, 2017 and remains in effect for at least 3 years.

A successful launch in Switzerland, regarded as a regulatory and marketing reference country for many countries in Europe, Latin America and Asia Pacific, will enable expansion into additional international markets in 2018.

Anibidiol®1.25 and anibidiol® 2.5 are designed for companion animals such as dogs and cats and come in proprietary granule formulations. They address stress and behavioural problems, chronic pain (mainly arthritis), and age-related ailments in ageing animals.

Virbac is a global pharmaceutical animal health company with a presence in over 100 countries and more than 4,800 employees and sales subsidiaries in 31 countries. With a turnover of €872 million in 2016, Virbac ranks today as the 7th largest pharmaceutical veterinary company worldwide. Virbac operates through presence in North America (17%), Europe (39%), Latin America (16%), Far East (15%), and Rest of the World (13%). Its wide range of vaccines and medicines are used in the prevention and treatment of the main pathologies for companion and food-producing animals.

For personal use only



The recession-resistant animal health products industry is projected to continue to show rapid growth. Globally, around 57% of households own a pet, and 33% own a dog.<sup>1</sup>

Creso is innovating in the development, manufacturing and commercialisation of nutraceutical products for human and animal health using hemp-based, full-plant extracts in compliance with Good Agricultural Practice (GAP) and Good Manufacturing Practice (GMP) standards.

These products are standardised in composition and dose and in innovative proprietary delivery systems enhancing bioavailability and absorption.

“We are delighted to partner with the innovative global leading pharmaceutical animal health company Virbac to start the commercialisation of Creso’s animal health products. We are on track and well placed for our first market introductions of our hemp-based complementary feed products for companion animals in Switzerland and Lichtenstein in Q4 2017,” said Creso Pharma CEO and Co-Founder, Dr Miri Halperin Wernli.

“We believe that this partnership will lead to substantial synergies and we are looking very much forward to benefit from Virbac’s worldwide presence and science-based experience in marketing such products.”

“Virbac’s mission is to shape the future of animal health. With the launch of the Anibidiol® range in Switzerland we are convinced to add an innovative and strongly demanded product for the well-being of companion animals in the veterinary market and to create a successful partnership with Creso Pharma”, said Rolf Heeb, Virbac Switzerland’s Managing Director.

The recession-resistant worldwide animal health market is estimated to be USD 30 billion<sup>3</sup> and is projected to continue to show rapid growth. Forty-one per cent of pet owners have considered or tried various alternative therapies including nutritional supplements (29%) and herbal remedies (7%).<sup>2</sup>

The anibidiol® product range address the need of non-pharmaceutical therapeutic approaches which are natural and well tolerated by the animals for example avoiding GI and dependence side effects.

The products contain full plant hemp extract in proprietary formulations promoting the well-being by supporting the immune system and the natural response, as well as supporting the animal’s behavioural balance.

In July 2017, the Swiss agency Agroscope provided confirmation of adherence to Swiss feed regulations and issued Free Sales Certificates for Creso’s anibidiol® product range. Agroscope is a sub-department in the Swiss Federal Department of Economic Affairs, Education and Research (RAER) responsible for safe feed in Switzerland and trade from Switzerland.

---END---

For personal use only



### About Creso Pharma

Creso Pharma brings pharmaceutical expertise and methodological rigour to the world of medicinal cannabis and strives for the highest quality in its products. It is the leader in medicinal cannabis and cannabidiol (CBD) innovation and develops cannabis and hemp-derived therapeutic-grade CBD nutraceuticals and medicinal cannabis products with wide patient reach for human and animal health. Creso uses GMP development and manufacturing standards for its products as a reference of quality excellence with initial product registrations in Switzerland. It has worldwide rights for a number of unique and proprietary innovative delivery technologies which enhance the bioavailability and absorption of cannabinoids.

### About Virbac

Dedicated to animal health, Virbac offers veterinarians, farmers and pet owners in more than 100 countries a comprehensive and practical range of products and services. With these innovative solutions covering the majority of animal species and diseases, Virbac contributes, day after day, to shape the future of animal health. See [www.virbac.com](http://www.virbac.com)



R&D  
CENTERS ON  
5 CONTINENTS



SALES  
SUBSIDIARIES  
IN 31 COUNTRIES

59%  
COMPANION  
ANIMALS



SALES  
2016

41%  
FOOD  
PRODUCING  
ANIMALS

+4,4% at constant exchange rates and scope compared to 2015



PRODUCTION  
SITES  
IN 11 COUNTRIES



4,850  
EMPLOYEES

+1,5% compared to 2015

<sup>1</sup> Animal Medicines Australia (2016) *Pet Ownership in Australia*

<sup>2</sup> Brown, L. P. (2001) *Pet nutraceuticals: hype or wave of the future?* Nutraceuticals World. January/February 2001 issue, pp. 34–41. Retrieved 31<sup>st</sup> July 2017 from: [http://www.nutraceuticalsworld.com/issues/2001-01/view\\_features/pet-nutraceuticals/](http://www.nutraceuticalsworld.com/issues/2001-01/view_features/pet-nutraceuticals/)

<sup>3</sup> Vetnosis review 2016

### Investor Enquiries:

Gabriella Hold  
M: 0411 364 382  
E: [gabriella.hold@mcpartners.com.au](mailto:gabriella.hold@mcpartners.com.au)

### Media Enquiries:

Elise Hughan  
M: 0458 855 500  
E: [elise.hughan@mcpartners.com.au](mailto:elise.hughan@mcpartners.com.au)

EverBlu Capital  
Level 39, Aurora Place  
88 Phillip Street, Sydney, NSW 2000  
E: [info@everblucapital.com](mailto:info@everblucapital.com)  
P: +61 2 8249 0000

For personal use only