



ASX Announcement

14 June 2017

## Market update on human and animal health product development and their imminent launches

### Highlights:

- **Creso Pharma remains on track to launch its CannaQix<sup>®</sup> human health nutraceutical product in the area of anxiety and stress in Q1/ Q2 2018 and line extensions in the area of bone metabolism in Q2 2019.**
- **Import of Swiss medicinal cannabis products into Asia-Pacific and Latin America progressing as planned.**
- **Company to introduce a range of SwissVit<sup>™</sup> premium nutraceutical products into the Asia-Pacific region and Australia; commercial discussions in progress.**
- **Market introduction in Europe of anibiodiol<sup>®</sup>2.5 and anibiodiol<sup>®</sup>80, the proprietary formulated hemp-based complementary feed products for companion and zoo animals on target for release September 2017.**

**Creso Pharma Limited** (ASX:CPH, the “Company”) is pleased to provide an update on the development and launch progress of its innovative cannabinoid-rich nutraceutical products for the human health market and its hemp-based complementary feed products for companion and zoo animals.

Patents for both the human and animal health products are in process of filing.

### Human health products

#### CannaQix<sup>®</sup>

Creso Pharma remains on track to launch its CannaQix<sup>®</sup> human health nutraceutical product in the area of anxiety and stress in Q1/ Q2 2018 and line extensions in the area of bone metabolism in Q2 2019.

The products use proprietary Swiss delivery technologies that enhance the bioavailability and absorption of their active ingredients.

#### Medicinal Cannabis

Following the first successful importation of medicinal cannabis into Australia in early May 2017, the first patients are now receiving CanniMed<sup>®</sup> oils through Creso’s partner, Health House International.

Creso Pharma is progressing as planned with the import of top-quality medicinal cannabis products into the Asia-Pacific and Latin American regions from Switzerland, following the recent agreement signed with Swiss-based medicinal cannabis producer, Cannapharm AG.

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The products supplied by Cannapharm AG will be produced as Creso Pharma-branded medicinal cannabis products and will address a variety of conditions as approved by prescribing physicians under relevant local legislations, with the first import of products into Australia expected in the second half of 2017.

### SwissVit™

Creso Pharma is looking to introduce a range of SwissVit™ premium nutraceutical products across the Asia-Pacific region and Australia. The Company is in negotiations with potential commercial partners and expects to formally launch the products in Australia and across Asia-Pacific in 2018.

The Asia-Pacific region represents an attractive market opportunity for Creso Pharma with demand for wellness and prevention health products increasing among well-informed consumers as healthcare cost containment efforts rise.

According to research group Euromonitor, the Asia Pacific market for vitamins and dietary supplement sales is larger than the US and generated over \$US40 billion in sales in 2016. China is the largest vitamin and dietary supplement market in the region, accounting for 45% of total retail value and is expected to grow at a 10% CAGR over 2016-2021 to \$US26 billion.<sup>1</sup>

Creso Pharma plans to launch various SwissVit™ nutraceutical products specifically formulated to target a number of health related areas, including eye health, immunity, bones and joints, oral iron supplementation, and digestion.

The premium, high-quality nutraceutical products have been developed in collaboration with INNutriGEL Switzerland using the INNutriGEL SoftGums™ proprietary delivery technology that was specifically formulated for that range.

This innovative patented delivery technology uses buccal absorption of the active molecules (through the blood vessels on the inside of the mouth), offering high bioavailability and absorption of the vitamins.

The products are also heat resistant up to 70°C, and ensuring a non-sticky SoftGum compared to competitor products. They can also be made to vegan, halal and kosher standards if required. In addition, the SoftGums™ are made from vegetable starch, not animal waste material like existing gelatin-based vitamin competitor supplements on the market.

Given the innovative and propriety characteristics of the delivery technology and the specific vitamin mixes of the products, this makes these premium Swiss nutraceuticals particularly well suited to the Asia-Pacific region.

### **Animal health products**

Following the registration of hemp extract in the European Feed Material Register earlier this year, Creso Pharma remains on track to introduce to the market its proprietary formulated hemp-based complementary feed products for companion and zoo animals in September 2017.

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<sup>1</sup> Euromonitor 2017 Industry Report.



The products, anibidiol® 2.5 for small companion animals, and anibidiol® 80 for large companion animals and zoo animals will be introduced in Switzerland and Europe, followed by South Africa and selected countries in the Gulf Region and Latin America.

“We are pleased that we remain on track for the market introductions of our human health nutraceuticals and our complementary feed products for companion and zoo animals. We are also looking forward to make the Swiss medicinal cannabis products available in Asia Pacific and Latin America and to progress our negotiations with our commercial partners for our innovative SwissVit™ range of products in collaboration with iNNutriGEL over the coming weeks, with an expected launch in Australia and the Asia-Pacific region in 2018,” said Creso Pharma CEO and Co-Founder, Dr. Miri Halperin Wernli.

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**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 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.

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