

ZELIRA'S HOPE™ RANGE OF PRODUCTS LAUNCHES IN WASHINGTON DC

- **Zelira's HOPE™ range of autism spectrum disorder products now available for sale to approved dispensaries in Washington DC**
- **Zelira will receive a licensing fee and ongoing royalties on sales of HOPE™ within this territory**
- **Historical experience with HOPE™ in Pennsylvania provides confidence in market acceptance in other US markets**

Zelira Therapeutics Ltd (ASX:ZLD, OTCQB:ZLDAF), a global leader in the development of clinically validated cannabis medicines is pleased to announce that through its partnership with **Alternative Solutions LLC (Alternative Solutions)**, a licensed grower, manufacturer and distributor of medical cannabis products, is now distributing Zelira's HOPE™ products in the District of Columbia (Washington DC).

Washington DC has reciprocity with 32 other States in the USA with approved medical cannabis programs. This expands access for Zelira's HOPE™ range of products to patients registered in all the 32 States, as they can legally purchase medical cannabis products at an approved dispensary in Washington DC.

HOPE™ is now available at the **National Holistic Healing Center**, a medical cannabis dispensary located near Dupont Circle, whose dedicated team assists patients in treating their symptoms through ailment-strain alignment.

With the gradual relaxation of Covid-restrictions, Zelira remains focused on further expanding the distribution of HOPE™ through licensing agreements in each approved market across the United States.

The historical experience of HOPE™ products in its launch state of Pennsylvania, provides Zelira with confidence that customer uptake and sales trajectories will be similar in Washington DC and other markets.

Zelira Therapeutics Managing Director, Dr Oludare Odumosu commented: "The successful launch of HOPE in Washington DC is a huge step forward in Zelira's strategic focus on expanding access to HOPE™ throughout the USA. We look forward to partnering with Alternative Solutions to support the growth of our product in these new markets."

Matt Lawson-Baker, CEO for Alternative Solutions said: "We are thrilled to partner with Zelira in bringing HOPE™ to Washington DC and look forward to bringing patients scientifically formulated medicines they can trust."

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

Oludare Odumosu
Managing Director USA

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For further information please contact:

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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. 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.

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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 Alternative Solutions (www.altsol.co)

Montana Apothecary d/b/a Alternative Solutions is one of eight current license holders for the cultivation, processing and distribution of cannabis within the District of Columbia. Alternative Solutions is licensed to distribute medical cannabis products to all seven licensed MMJ dispensaries within the District. Operational since 2015, Alternative Solutions focuses on providing a consistent supply of premium products to all licensed dispensaries in DC.

About National Holistic Healing Center (www.nationalholistic.com)

National Holistic Healing Center is a medical cannabis dispensary that carries more than 100 medical marijuana products sourced from local ABRA cultivation centers. Equipped with extensive education and experience, their team is qualified to provide patients with specific strains and products that treat your ailments and illnesses.

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