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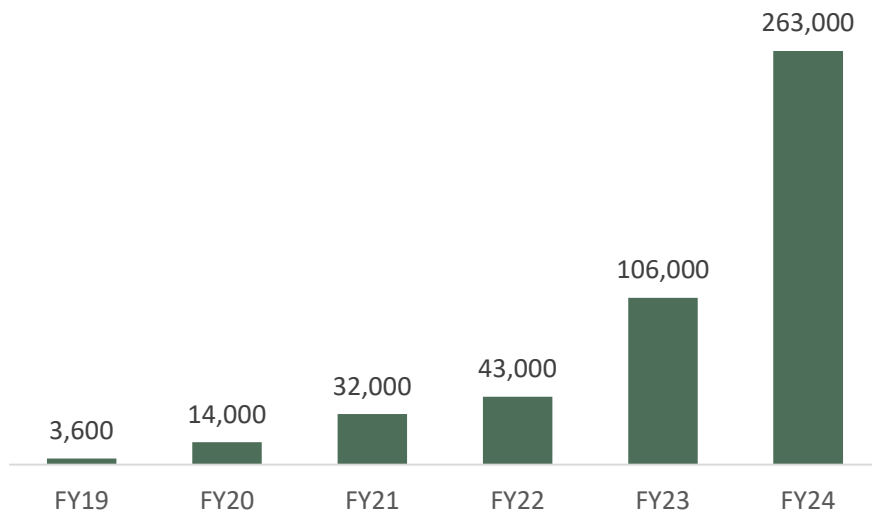
29 November 2024

Rua Bioscience expands product range in New Zealand

Rua Bioscience is pleased to announce the release of our newest dried flower product, marking another significant milestone for the company. This is the second flower product launched by Rua in New Zealand in the last six months, reflecting our ongoing efforts to grow our portfolio in our home market of Aotearoa New Zealand.

This new product has already generated significant demand ahead of its release, and Rua expects market uptake to be strong.

The New Zealand market, along with our other key markets, is still showing evidence of substantial growth. The market more than doubled in size between FY23 and FY24 which suggests greater acceptance by Doctors, Pharmacists and Patients.



Packs for Medicinal Cannabis products prescribed in NZ

Source: NZ Ministry of Health, Medicinal Cannabis Agency

As part of our dedication to supporting equitable access to medicines, this product will also be included in Compassionate Access Programme. This initiative reflects our commitment to reducing barriers to access for those patients least able to afford this medicine.

Paul Naske, CEO of Rua Bioscience says "Whilst we are focused on large export markets, this launch is testament to our connection to Aotearoa New Zealand. We're immensely proud to bring another product to our home market".

This significant achievement reflects Rua's continued focus on sales and revenue growth and our commitment to delivering for the people and communities of Aotearoa New Zealand.

ENDS

The person who authorised this announcement:

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