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FOR PUBLIC RELEASE

Rua Bioscience secures exclusive New Zealand distribution rights for medical device

Rua Bioscience is pleased to announce it has secured exclusive New Zealand distribution rights for the Oleo Panacea, a dry herb vaporiser listed on Medsafe's WAND database, which records information about all medical devices supplied in New Zealand. The partnership with Oleo marks an important strategic milestone for Rua, adding a new product category to the company's portfolio and creating a fresh revenue stream within the local medicinal cannabis ecosystem.

The Oleo Panacea will be available to prescribers and patients across Aotearoa New Zealand through Rua's existing distribution channels. With very few registered medical devices currently accessible to medicinal cannabis patients in New Zealand, this launch significantly enhances patient options and reflects Rua's commitment to patient-focused innovation.

"This agreement is another clear execution of our strategy to diversify revenue and improve access to medicinal cannabis solutions," said CEO Paul Naske. "By offering a high-quality device, we are strengthening our presence in the domestic market and building new commercial pathways to support Rua's sustainable growth."

Rua Bioscience expects this product to enhance patient compliance to prescribed cannabis therapies, aligning with its purpose of delivering quality, accessible healthcare options. The Panacea's approval status and high-quality design support Rua's broader goals of product integrity, patient safety, and regulatory compliance.

The device is lightweight, pocket-sized, and features rapid heating, a wide temperature range (100°–230°C), and a long-lasting battery, making it both effective and convenient for patients.

This development follows a series of strong sales months in New Zealand and abroad, as Rua continues to deliver on its export-led and innovation-driven growth strategy.

ENDS

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