

FOR PUBLIC RELEASE

NZX Limited
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Ko te manako nui a Rua, kia whakakaha ake i nga tangata me te whenua o te Tairawhiti, a, kua ea tetahi o aua manako nui, kia tuku totika i te rautini mai i te kainga ki nga turoro o Aotearoa

Rua commences direct distribution from Tairawhiti

Rua Bioscience is commencing direct distribution of its products from Tairawhiti, moving to a direct-to-market model for its home market of Aotearoa, New Zealand.

The timing follows closely on the heels of regulatory approval for five new products, broadening Rua's New Zealand product range at a time when the company is increasing its share of the domestic market.

Rua's New Zealand sales grew significantly in FY26, supported by the introduction of the Oleo Panacea dry herb medical vapouriser, and Rua is confident that the newly approved products will keep that momentum going as they become available to patients.

New Zealand's medicinal cannabis market is estimated at around \$60 million and still growing, with telehealth clinics playing an increasingly central role in connecting patients with the products they need. By managing distribution directly, Rua expects to respond faster and more closely to what those clinics and their patients are asking for, especially as our product range continues to expand.

Our move to distribute direct from Gisborne speaks to Rua's kaupapa of creating jobs and opportunities in our home region of Te Tairāwhiti.

Chief Executive Officer Paul Naske said: "This is a natural evolution of our New Zealand business as we grow our market share. The move will improve our margins and, importantly, doing this ourselves from Tairawhiti keeps this work, and the value it creates, in the region."

Ko te pae tawhiti, whaia kia tata; ko te pae tata, whakamaua kia tina.

Seek out distant horizons until they become close; secure what is within reach.

ENDS

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