



Zelda Therapeutics Ltd  
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## ZELDA THERAPEUTICS DEBUTS ON ASX

### HIGHLIGHTS

- **Zelda shares to commence trading today on the ASX under the code "ZLD" following its successful \$4,000,000 capital raising**
- **Zelda is a medical cannabis biotechnology company with an initial focus on pre-clinical cancer research and clinical trials for a range of sleep disorders and dermatology conditions**
- **Human clinical trials to be designed in areas that have the potential to generate substantial shareholder value creation**
- **Zelda's business model is to generate pre-clinical and clinical stage data packs in a form that regulators and the biopharmaceutical industry are accustomed to**
- **Early stage results expected from its pre-clinical breast cancer research programme in the short term**

**Zelda Therapeutics Ltd (ASX: ZLD, Zelda or the Company)** is pleased to announce that its shares will commence trading today on the Australian Securities Exchange under the code "ZLD". The listing follows the successful completion of Zelda's acquisition by Gleneagle Gold Limited, along with its oversubscribed \$4,000,000 capital raise to fund pre-clinical and clinical trials across a range of medical conditions.

### Introduction

Zelda is a biotechnology company with exclusive access to high-quality human data from US-based medicinal cannabis group, *Aunt Zelda's*. With human data generated over several years, *Aunt Zelda's* has a high profile in the US and a deep knowledge of the scientific rationale for certain cannabis-based formulations and protocols to treat a variety of medical conditions.

Zelda will leverage *Aunt Zelda's* high-quality data to design a series of human clinical trials in areas that the Company believes have a high level of success and therefore, a strong potential to provide substantial value creation for Shareholders.

In addition, Zelda Therapeutics has identified the opportunity to conduct pre-clinical research activities in certain cancers including breast cancer and is currently conducting pre-clinical research relating to the anti-cancer effects of Zelda's formulation against certain human breast cancers. Initial results are expected in the short term.

Globally, there is strong momentum relating to the acceptance of medical cannabis to treat a range of medical conditions. Most recently, there have been legislative changes in Australia that are highly favourable to patients and the industry. Zelda is well positioned to operate at the forefront of this rapidly growing medical cannabis industry.

## Internationally recognised leadership

The Company has developed deep relationships with globally recognised leaders in the medical cannabis space, including Zelda Non-Executive Director and Founder, Ms Mara Gordon, who is also the co-founder of Aunt Zelda's a pioneer in data-driven cannabis research.

Zelda has assembled a world leading medical advisory board with some of the world's leading clinicians and researchers in the medicinal cannabis space, including world-renowned cannabis researchers, Professor Manuel Guzmán and Dr Christina Sánchez of Madrid's Complutense University, distinguished US clinician, Dr Joe Goldstrich and highly respected paediatric clinician and research oncologist, Dr Noah Federman. The advisory board adds to the Company's medical research capabilities.

## Compelling business model

Zelda's business model is to generate pre-clinical and clinical stage data packs in a form that regulators and the biopharmaceutical industry are accustomed to. The Company will focus on clinical trials that it believes have a high probability of success, are relatively inexpensive, of short duration as well as offering an attractive potential patient market.

The Company has identified sleep disorders (insomnia) and dermatology indications (eczema) as priority areas to focus on, given the large patient markets these represent, with approximately 35%<sup>1</sup> of the world's population suffering from insomnia and over 334 million<sup>2</sup> people globally with dermatitis conditions.

The Company is in the process of establishing supply arrangements with relevant groups to ensure that it has sufficient access to clinical grade material to be used in its research and clinical activities.

## Outlook

With its pre-clinical breast cancer trial due to report initial results in the short term, the Company will have early validation of its strategy to leverage the wealth of data generated by *Aunt Zelda's* to accelerate its therapeutic pipeline.

Successful results in Zelda's trials could potentially lead the Company to develop partnerships with third-parties who are better resourced to undertake larger clinical trials, delivering significant value creation for shareholders.

## Zelda Executive Chairman Harry Karelis said:

"We are very excited to be commencing life as a listed company today on the ASX. On behalf of the Board of Zelda Therapeutics, I would like to thank our Shareholders for their patience and ongoing support."

"Medical cannabis has the potential to make a significant difference in the lives of many patients across the globe and we know that our strategy to accelerate clinical trials by leveraging the wealth of patient data we already have, will help us deliver much-needed therapeutics to patients in shorter timeframes."

## CONTACTS

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## About Zelda Therapeutics ([www.zeldatherapeutics.com](http://www.zeldatherapeutics.com))

Zelda Therapeutics ("Zelda") is an Australian-based bio-pharmaceutical company that has secured exclusive, global access to an extensive set of human data related to medicinal cannabis based formulations and treatment protocols. This human data has been generated over several years by a California-based group (*Aunt Zelda's*) that has a very high profile within the USA and a growing international profile based upon its deep knowledge of the scientific rationale for certain cannabis-based formulations and protocols to treat a variety of medical conditions.

Zelda has been granted a worldwide, exclusive and perpetual licence to this data, related systems, formulations and treatment protocols. Zelda will use this information to design a series of human clinical trials that have a high probability of success given the existing patient data and experiences it has access to.

In addition, Zelda has partnered with the world's leading cancer cannabis researchers at Complutense University Madrid in Spain to conduct certain pre-clinical work testing cannabis-based formulations known to have an effect in humans in order to generate data packs in a form expected by regulators and the pharmaceutical industry.

<sup>1</sup> Global data , Feb 2015

<sup>2</sup> Wikipedia