



ASX Announcement

04 April 2017

Creso Pharma appoints pharmaceutical and biotech industry professional Mr David Russell as Chief Operating Officer

Highlights:

- **Appointment of experienced pharmaceutical and biotech industry professional Mr David Russell as Chief Operating Officer.**
- **Mr Russell is based in Sydney and will be responsible for assisting Creso's CEO with the Company's overall business and corporate strategy.**
- **He will also be responsible for developing Creso's Australian business and the commercial strategy for the Company in Australia.**
- **Significantly strengthens Creso's Australian presence and its commercialisation and strategy expertise as it continues to work towards commercialising its innovative cannabinoid-derived nutraceutical products.**
- **Mr. Russell has more than 25 years' experience within the pharmaceutical and biotech industry with a number of leading global companies including Roche, Actelion Pharmaceuticals, Celgene and Novogen (ASX:NRT).**
- **He has been responsible for building, leading and growing commercial teams resulting in multiple product launches covering hematology, oncology, immunology, cardiology and pulmonary medicine.**

Creso Pharma Limited (ASX:CPH, the "Company") is pleased to announce that it has appointed pharmaceutical and biotech industry professional Mr David Russell as its Chief Operating Officer.

Mr Russell is based in Sydney and will be responsible for assisting Creso's CEO with the Company's overall business and corporate strategy. He will also be responsible for developing the Australian business and the overall commercial strategy for the Company in Australia.

The appointment significantly strengthens Creso's presence in the local market as well as its commercialisation and strategy expertise as it progresses with the development and commercialisation of its unique cannabinoid-derived nutraceutical products for animal and human health.

Mr. Russell has more than 25 years' experience within the pharmaceutical and biotech industry with a number of leading global companies including Roche, Actelion Pharmaceuticals, Celgene and Novogen (ASX:NRT).

In particular, he has been responsible for building, leading and growing commercial teams resulting in multiple product launches in China, Australia and Asia in therapeutic areas covering hematology, oncology, immunology, cardiology and pulmonary medicine.



He was Head of Asia-Pacific and part of the global leadership team for Celgene Immunology from 2012 to 2014 and prior to this, he was founding General Manager and Legal Representative for Celgene China and Regional Head of South East Asia.

Mr Russell was also Global Brand Leader for Swiss-based biopharmaceutical company, Actelion Pharmaceuticals where he was responsible for its expansion into Asia and China.

He also worked for ASX-listed global pharmaceutical company, Novogen in Australia and the US where he worked on the dietary supplements, Promensil and Trinovin. He also held sales and marketing management roles at Roche Australia.

Currently, he runs his own consultancy, focusing on commercial consulting and strategic marketing. In the past three years, he has completed multiple projects for multinational clients including market entry strategies, product launches and distribution and logistics contracts.

“We are thrilled to have David joining Creso as its Chief Operating Officer and I look forward to working with David to significantly strengthen and grow our operations,” said Creso Pharma CEO and Co-Founder, Dr Miri Halperin Wernli.

“To have someone of his calibre join our team is a tremendous honour and his significant expertise in commercialisation and expansion with a number of global pharmaceutical companies will be invaluable as we continue to work towards our goal of commercialising our innovative cannabinoid-derived nutraceutical products.”

Mr Russell added: “I’m excited to be joining Creso at this groundbreaking time for the medical cannabis industry. Creso is in a strong strategic position to ensure patients and consumers can benefit from the improving regulatory environment; and importantly Creso can facilitate and help meet the immediate unmet need of timely access to medicinal cannabis here in Australia. Finally, I look forward to helping the Company with its efforts to bring its unique therapies to both Australian patients and consumers across the globe.”

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About Creso Pharma

Creso Pharma brings pharmaceutical expertise and methodological rigour to the world of medical cannabis and strives for the highest quality in its products. It is the leader in cannabidiol (CBD) innovation and develops cannabis- and hemp-derived therapeutic-grade CBD nutraceuticals and medical cannabis products with wide patient reach for human and animal health. Creso uses GMP development and manufacturing standards for its products as a reference of quality excellence with initial product registrations in Switzerland. It has worldwide rights for a number of unique and proprietary innovative delivery technologies which enhance the bioavailability and absorption of cannabinoids. The Company is already generating revenues via its subsidiary, Hemp-Industries.