



30 July 2021

Creso Pharma's wholly-owned Canadian subsidiary Mernova to introduce fourteen new strains to support strong customer demand

Highlights

- **Introduction of fourteen new potentially high THC cannabis strains, with those that qualify according to Mernova's stringent quality standards, to be sold under the *Ritual Green* and *Ritual Sticks* brands, as well as future *Ritual* brands**
- **New strains secured from a Health Canada licensed supplier, with four of the new strains received in live plant form having claimed THC content between 20% and 34% THC - allowing Mernova to better target the high THC product segment**
- **Expansion decision follows strong customer demand, due diligence, and market research**
- **First trial grow cycles underway on the four strains received as live plants, with the remaining live specimens simultaneously being grown out as Mother plants**
- **Increased product offerings to grow Mernova's existing market share and further strengthen brand recognition**
- **Product range expansion leaves Mernova well positioned to target US market when possible**
- **Ongoing expansion and sales initiatives underway with new provincial partners - multiple purchase orders expected shortly**
- **Growth prospects over the coming months remain very strong**

Creso Pharma Limited (ASX:CPH, OTC:COPHF, FRA:1X8) ('Creso Pharma' or 'the Company') is pleased to advise that its wholly-owned Canadian subsidiary, Mernova Medicinal Inc. ("Mernova") has secured fourteen new cannabis strains to support and increase growing customer demand for the Company's top-quality indoor grown, hand trimmed, hang dried, cured, artisanal, craft cannabis products.

The new plant genetics are expected to add to and improve upon the already high quality of Mernova's current offerings. The new strains were secured from a Health Canada licensed supplier and the first plants are currently being grown at the Company's state of the art facility in Nova Scotia.

The strains will be introduced and sold under Mernova's current brand offerings, including the *Ritual Green* and *Ritual Sticks* brands, as well as additional *Ritual* brands to be launched in the future.

The introduction of these new strains follows considerable due diligence and market research undertaken by the Company. Each of the new strains were selected for quality and high-THC - with those received as live plants having a claimed THC content of between 20% and 34% - and they will be used to better target consumers seeking high quality, high THC products. The Company is confident that the new products will further build on Mernova's strong brand recognition in the highly competitive Canadian market.



Mernova is continuing to receive strong demand for its craft cannabis products across Canada. The Company is anticipating the receipt of a number of new purchase orders in the near term, as well as pursuing expansion opportunities with new and existing provincial partners.

Mernova's Managing Director, Jack Yu said: *"We acquired these new strains to ensure our competitiveness now and into the future. We have been seeking new genetics for awhile, so to be able to acquire strains of this quality, is very exciting. While the testing and growing out of the new strains continues, we are continuing work on product development initiatives to ensure that both Ritual Green and Ritual Sticks products containing the recently acquired genetics, are of the highest quality.*

"We have continued to witness strong demand for our current high-quality offerings and expect that the introduction of these new strains will further increase our brand recognition and sales, across Canada. Broadening our selection of offerings should also position us well for any potential US market expansion initiatives, and allow Mernova to potentially capture a share of what will potentially be the world's largest cannabis market. Having more arrows in our quiver, so to speak, is always preferred."

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Authority and Contact Details

This announcement has been authorised for release by the Board of Directors of Creso Pharma Limited.

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About Creso Pharma

Creso Pharma Limited (ASX:CPH) brings the best of cannabis to better the lives of people and animals. It brings pharmaceutical expertise and methodological rigor to the cannabis world and strives for the highest quality in its products. It develops cannabis and hemp derived therapeutic, nutraceutical, and life style products with wide patient and consumer reach for human and animal health.

Creso Pharma uses GMP (Good Manufacturing Practice) 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. To learn more please visit: www.cresopharma.com



Forward Looking statements

This announcement contains forward-looking statements with respect to Creso and its respective operations, strategy, investments, financial performance and condition. These statements generally can be identified by use of forward-looking words such as "may", "will", "expect", "estimate", "anticipate", "intends", "believe" or "continue" or the negative thereof or similar variations. The actual results and performance of Creso could differ materially from those expressed or implied by such statements. Such statements are qualified in their entirety by the inherent risks and uncertainties surrounding future expectations. Some important factors that could cause actual results to differ materially from expectations include, among other things, general economic and market factors, competition and government regulation.

The cautionary statements qualify all forward-looking statements attributable to Creso and persons acting on its behalf. Unless otherwise stated, all forward-looking statements speak only as of the date of this announcement and Creso has no obligation to up-date such statements, except to the extent required by applicable laws.