

25 November 2024

ASX Announcement

Nasodine Retail Pharmacy Launch in Singapore

- **Nasodine to be launched in leading Singapore pharmacy chain (Guardian) in January 2025**
- **Guardian has 121 pharmacies across Singapore and Nasodine is expected to be available in all these stores including 6 at Changi Airport**
- **Guardian granted exclusivity to sell Nasodine through pharmacies for 12 months**
- **Agreement executed with DKSH to provide logistics and customer service support for Guardian sales of Nasodine**

Firebrick Pharma Limited (ASX:FRE) (Firebrick, Company) is very pleased to announce that it has reached agreement with Guardian Health & Beauty (“Guardian”), the largest pharmacy chain in Singapore, to promote and sell Nasodine® Nasal Spray (“Nasodine”). Stocks of Nasodine are scheduled to arrive into the Guardian Singapore distribution centre in December, with availability in retail pharmacies scheduled from early January 2025.

Guardian will have the exclusive right to sell Nasodine through retail pharmacies for a 12 month period ending January 2026, which means that other pharmacy chains and independent pharmacies will not be able to sell Nasodine during the exclusivity period. Under the agreement, Nasodine initially will be available in all Guardian pharmacies, including their six pharmacies at Changi Airport. Firebrick management will assist in the training of Guardian retail pharmacists to sell Nasodine to consumers.

“The Guardian launch of Nasodine is a major milestone for Firebrick, achieved well ahead of schedule,” said Firebrick Executive Chairman, Dr Peter Molloy. On 9 September 2024, the Company announced that it had hired Mr Keith Shortall, former J&J Consumer Health executive, with the goal of achieving pharmacy distribution in Singapore by 30 June 2025.

“With the expansion of Nasodine marketing from online only sales to promotion through HCPs and now through Guardian pharmacies, we are very optimistic about the potential for sales growth in 2025,” added Dr Molloy.

To support the Guardian distribution and sales of Nasodine, Firebrick has executed a Distribution Agreement expiring November 2026 (**Initial Term**) with DKSH Singapore Pte Ltd (“DKSH”) to provide logistics and other services for Nasodine sales through Guardian, including warehousing, transportation, invoicing and accounts management. Under the agreement, DKSH will initially receive a SGD2,000 monthly retainer plus 14% of invoiced sales to the retail pharmacy partner, although this will drop to 12% with no retainer once (annual) sales exceed SGD 500,000.

Upon expiry of the Initial Term, the Agreement automatically renews for one-year periods unless either party gives three months prior written notice. The Agreement otherwise contains standard provisions for immediate termination by either party for cause.

The distribution of Nasodine through Guardian does not affect or interfere with the Marketing Representation agreement with Innorini Life Sciences (announcement 31 October 2024), under which Innorini Life Sciences will continue sampling and selling Nasodine to Singapore healthcare professionals (“HCPs”). It also does not interfere with ongoing online purchases through the nasodine-sg.com website, which will continue to be available for Australians seeking to import Nasodine for personal use.

This announcement was authorised by the Board of Firebrick Pharma.

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About Firebrick (ASX:FRE)

Firebrick Pharma is a pharmaceutical innovator focused on developing and commercialising novel formulations and uses of povidone-iodine (PVP-I). The Company has successfully developed a PVP-I nasal spray (Nasodine® Nasal Spray) and filed international trademarks and multiple patents on the product. The Company has also completed multiple clinical trials that have affirmed the product’s safety and generally supported its efficacy as an antimicrobial nasal spray with utility in a range of clinical settings. Firebrick is now commercialising Nasodine in international markets, with the product already launched in the United States and Singapore. The Company also expects to launch Nasodine in the Philippines in the near term.

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