

For Public Release  
NZX Limited  
Wellington

03 June 2021

### **Cannasouth Releases Medicinal Cannabis Industry Update**

Cannasouth Limited (NZX: CBD, Cannasouth) has today released a Medicinal Cannabis Industry Update.

The update is designed to share information about the emerging medicinal cannabis industry both in New Zealand and globally; the opportunities and challenges facing industry players, the New Zealand regulatory environment, and the barriers to entry.

CEO Mark Lucas says: "There is a lot of confusion and a lack of understanding about what is a highly complex and regulated industry. Releasing this update is an opportunity for Cannasouth to share its knowledge and expertise and provide our investors, stakeholders and the wider public with some clarity around the myths and misconceptions of the industry."

The update is presented in 8 sections:

1. Introduction
2. Products and Services
3. Product Quality: Pharma Vs non-Pharma
4. Patients: Challenges and Opportunities
5. Geographic Markets
6. Cultivation and Pharmaceutical Manufacturing
7. Regulatory Environment in New Zealand
8. Closing Remarks

Cannasouth is preparing a follow up to this update. This information will focus on how it is working to create genuine advances in the medicinal cannabis industry, insight into Cannasouth's growth strategy, timelines for implementation, and exploring the competitive advantage that makes it a leader in the New Zealand market.

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For further information visit [www.cannasouth.co.nz](http://www.cannasouth.co.nz) or contact:

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**About Cannasouth Limited**

Cannasouth is a biopharmaceutical research and product development company based in the Waikato heartland of New Zealand. The Company has been established to focus on the development of the medicinally beneficial attributes of cannabinoid compounds such as CBD, THC and associated chemical structures that are produced by the cannabis plant. Our goal is the development of next-generation cannabinoid medicines that support patients' health outcomes and improve their quality of life. Our products will be under GMP using environmentally friendly methods without the use of harmful chemicals or solvents, ensuring patients are treated with pure cannabinoid therapeutic compounds of the highest quality. The Cannasouth group holds commercial medicinal cannabis licenses granted by the Medicinal Cannabis Agency for cultivation, possession to manufacture, and supply activities.

For video footage, photos and logos please visit: <https://www.cannasouth.co.nz/about/media/>