RUA BIOSCIENCE

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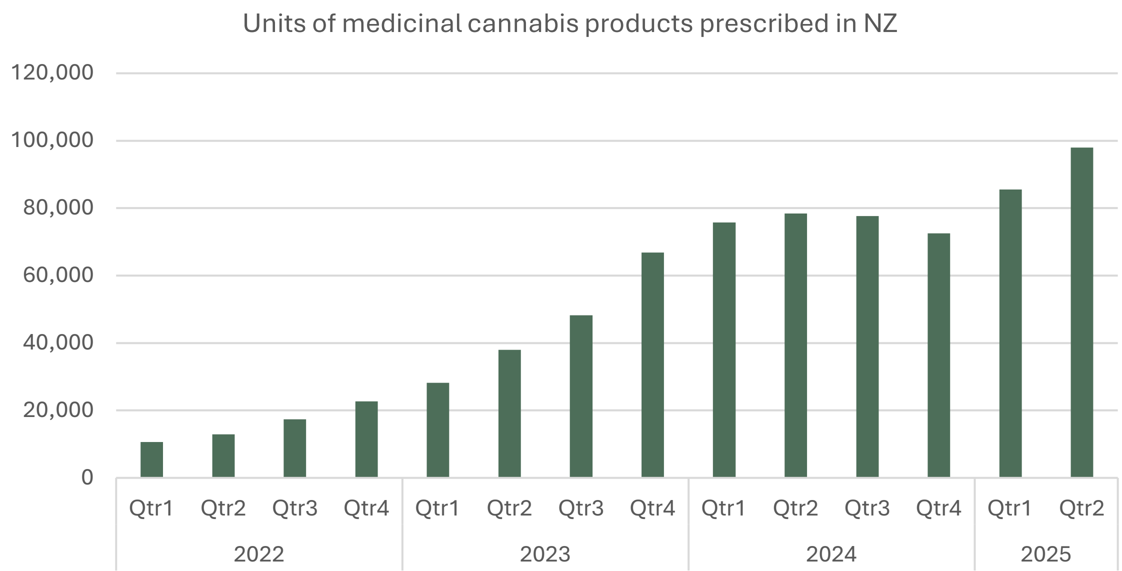
FOR PUBLIC RELEASE

Record sales month in New Zealand and Australia

September was a milestone month for Rua Bioscience, delivering record sales across both our New Zealand and Australian markets. This achievement reflects the continued momentum behind Rua's growth strategy - working closely with trusted cultivators to deliver high-quality products consistently to prescribers and pharmacies in key markets.

In Australia, our record sales demonstrate growing demand and confidence in Rua's product portfolio. This performance is particularly encouraging given the highly competitive nature of the market and underscores the strength of the sales and distribution partnerships we have built over the past 18 months. It's a key market in our international expansion strategy and these relationships are now translating into tangible results. This is providing a solid foundation for sustained growth.

In Aotearoa New Zealand, Rua continues to strengthen its position as the market evolves. The expansion of our high-quality product range has been well received by prescribers and patients alike, driving record domestic sales in September. Our teams' efforts to deepen engagement with clinics and pharmacies nationwide are resulting in consistent volume growth and enhanced presence across Aotearoa.



The overall medicinal cannabis market in New Zealand is experiencing steady growth. Data from the NZ Ministry of Health to June 2025 shows a steady increase in the number of medicinal cannabis products prescribed as more prescribers become comfortable integrating these therapies into patient care.

Czech Republic - New market entry

September marked another milestone with the official entry into the Czech Republic, a growing European medicinal cannabis market. In partnership with our distributor, Motagon, we have launched our first Rua product. Initial prescriptions are already being filled, and this marks the beginning of a new revenue stream and a foothold in Central Europe.

The Czech Republic is part of our longer-term strategy to establish Rua Bioscience in well-regulated, growth-ready markets. By working closely with trusted, in-market partners, we're setting up a scalable pipeline for future products, while maintaining a lean cost structure.

Germany – Sales recovering after supply gap

After a brief period of being out of stock, sales in Germany have resumed and are steadily growing. Prescriber demand remains strong, and we're working closely with our distribution partners to ensure more consistent supply moving forward. Germany remains one of our most promising markets in terms of scale and reimbursement access, and we're focused on building reliability and trust as our presence grows.

United Kingdom – Early-stage momentum

The UK market remains in its early stages for Rua, with brand presence and prescriber relationships still developing. Revenue is small but growing, and we continue to see value in building a foundation in this market, particularly as regulatory and clinical pathways mature.

Looking ahead

Our significant progress across New Zealand, Australia, and now launching in the Czech Republic reflects the strength of Rua's focused, capital-conscious approach. With revenue pipelines now in five markets we are building momentum and resilience in our business model. And most importantly, supporting more patients with high-quality, consistent medicinal cannabis products.

As always, thank you for your ongoing support as we continue to grow Rua Bioscience into a globally connected, proudly Te Tairawhiti-founded medicinal cannabis company.

ENDS

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