Rua Annual Shareholders Meeting

28 October 2025

Address by Paul Naske, Chief Executive Officer

Tēnā koutou katoa

Ko Paul Naske toku ingoa.

FY25 was about continuing with our focused strategy and setting up sales channels in key markets that we can fill with our unique genetics from Te Tairawhiti, New Zealand.

During the year, we grew our revenue in the key markets of Australia, Germany, and our home market of New Zealand, and we also established new sales channels in the United Kingdom.

We continued this mahi with a new sales channel established in the Czech Republic in the first quarter of FY26.

We now have 17 products across five markets generating revenue, and we continue to grow. This creates resilience as we have various independent revenue streams from this geographic spread.

Over the past two years, we have successfully reduced our operational overheads from over $6m per year in FY23 down to $3.4m in FY25. This significant reduction shows our focus on our capital light strategy. By minimising unnecessary expenditures, we have been able to streamline our processes and reduce costs substantially. This strategic approach not only enhances our financial stability but also positions us for sustainable growth in the future.

At the same time, we have grown our sales revenue through our focus on establishing sales distribution channels in our key markets. Also, we are pleased to report that our sales in Q1 of FY26 are our largest to date which is clear evidence our sales and marketing strategies are working well.

All the medicinal cannabis markets that we currently operate in are experiencing significant growth. Around the world medicinal cannabis is growing in acceptance amongst regulators, prescribers and patients as the medicine moves from “unknown and new” to more mainstream.

The regulations in each country are unique and Rua has methodically been selecting key markets to operate in from the earliest days of the company. We have realised the importance of larger international markets to achieve scale, and FY25 has seen this come to fruition with significant revenue starting to occur in three key markets. This has been very important to spread our risk going forward.

I will take you through each of these key markets in detail.

Australia

During FY25 we consolidated and improved our position in the Australian market and significantly grew our sales revenue from $84k in the previous year to $585k.

The Australian market is definitely close to one of the largest medicinal cannabis markets in the world, close to or alongside Germany. It is a significant nearby opportunity for Rua with growing acceptance of medicinal cannabis amongst prescribers, patients and regulators.

The data available shows that number of units of medicinal cannabis products prescribed by doctors in FY24 was 4.6 million units and this is close to double the previous 12-month period. Data for the full 12-month period for FY25 has not yet been released but it is expected to show considerable growth as the first 6 months is already well ahead of the previous year.

Over the year we have expanded our reach into new clinic chains and distributors. We are building on our unique story and brand to regularly communicate with clinics and distributors as we bring quality products to the market.

Germany

Germany remains the largest and most developed medicinal cannabis market in Europe by a significant margin.

FY25 saw the medicinal cannabis market grow incredibly significantly with the establishment of a strong telemedicine market to meet patient demand. This follows on the heels of changes to regulations in April 2024 that allowed home cultivation and a removal of cannabis from the Narcotic Drug Schedule. Rua was able to capitalise on this demand with our new products.

A key metric that tells the story of market growth is the volume of imported product. In FY24 the total volume of medicinal cannabis product imported to Germany was 37 tonnes. However, this has more than tripled to 135 tonnes in FY25. Whilst imports are not the true metric for patient demand, this is a significant indicator.

Rua bought new products to the market in July and December and the products were extremely well received. However, our sales were limited by the ability to deliver sufficient product to the market to keep up with the demand at the time. This was due to our ability to secure working capital to be able to place purchase orders for inventory at the time.

Subsequent to the year ended June 2025, in August we also launched New Zealand cultivated products with the partnership of fellow kiwi companies. These products are especially important as they leverage NZ illicit genetics and establish kiwi credentials in Germany.

United Kingdom

The UK is a market which holds a lot of promise for medicinal cannabis. Currently the market prescribes only slightly more than the total New Zealand market, but with a population of 69 million we expect further substantial growth in this market as awareness amongst doctors and patients alike increases.

In FY25 Rua introduced into the market three new oil products to be distributed through our distribution partner, Target Healthcare. Whilst sales of this product have been slower than expected, being active in the market has allowed us to review the product portfolio and clinic distribution networks. Plans are well progressed for new supply channels of new products which we are confident will be well received.

Czechia

During FY25 we worked closely with suppliers and our distributor, Motagon, to establish the necessary regulatory information to be able to supply Rua products into Czechia.

The Czech market has approximately twice the population of New Zealand and in April of this year regulations changed allowing General Practitioners to be able to prescribe medicinal cannabis products. We expect, based on our experience in other countries, that this will significantly increase the number of prescriptions in the coming years.

We are one of the earlier entrants to this market with product and we believe we are well positioned to capitalise on this growth.

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Aotearoa, New Zealand

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Impact Programme

Our Impact Programme are some of the things we are very proud of as a company.

Medicinal cannabis in Aotearoa is a private payer medicine meaning it is out of reach for many and not an option. Many patients with a genuine clinical need can simply not afford it. Our Compassionate Access Programme shares the benefits of medicinal cannabis with those in Te Tairawhiti who are most in need. This is a programme that is fully managed by Rua and funded by ourselves and others. This year, through the support of suppliers and partners in our international network, we have been able to help up to 52 patients every month in the region. Special thanks to Schroll Medical of Denmark, Alphafarma of Malta, and Trust Tairawhiti in our region, for their support and funding to allow us to make this happen.

Another key element of our Impact Programme is the Scholarships. Rua's student scholarships are designed to celebrate the aspirations of local rangatahi and help them to drive meaningful, sustainable social and economic impact in the communities of Te Tairawhiti.

In the last year we awarded 13 scholarships to local students. Since the inception of the programme, we have supported 53 students from the region with the support of Trust Tairawhiti.

We continue to arrange industry exposure trips to Auckland and Wellington as well as our own facility. The purpose of these trips is to provide thought-provoking and challenging experiences to showcase potential career pathways for rangatahi from our region.

With the support of Trust Tairawhiti, we plan to continue working and supporting our rangatahi.

GHG Emissions Report

Measurement of our greenhouse gas emissions is part of our Sustainability Framework, and it is being used to drive decision making.

In FY25, external auditor MyImprint completed a full greenhouse gas emissions report, and this is now the fourth year that Rua has been measuring greenhouse gas emissions. We are building our knowledge and systems around our greenhouse gas emissions, and we continue to make improvements.

In FY25, our Scope 1 and 2 emissions – our more direct emissions from our company - have reduced slightly by 2.4% year on year.

However, the significant contributor to our emissions is our Scope 3 emissions - which are emissions that we indirectly contribute to – primarily through the purchasing of goods and services.

This is now the second year that we have measured these Scope 3 emissions and it is clear these emissions will remain a challenge for Rua. We will no doubt see increases to these emissions as our sales increase.

As always, we continue to make improvements to our reporting and measuring systems.

Our Plans for FY26

As we look forward to the remainder of FY26 we have solid plans in place, and we are confident of revenue growth and expect to be upwards of $3mill in customer revenue.

As mentioned, we have already in FY26 established a sales channel into the Czech market, bringing the number of markets we are in to five countries.

Our major focus in FY26 is to grow the sales revenue in each of these markets through market share growth.

We are working on pipelines into the markets of Poland and Switzerland, although at this stage we are not expecting revenue from these markets this year.

These pipelines allow the platform to market Rua's unique brand proposition consistently into these markets and spreading risk for the investor.