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FOR PUBLIC RELEASE

### **Rua Bioscience launches product into Czechia in major European milestone**

Rua Bioscience (NZX: RUA) is pleased to announce the successful launch of its first medicinal cannabis product in Czechia, marking a significant step forward in Rua's strategy to expand its European footprint. The launch comes in partnership with Motagon s.r.o., a leading Czech-based pharmaceutical distributor with whom Rua has entered a formal distribution agreement for Czechia, Poland and other eastern European countries.

#### **Strengthening our presence in Europe**

This expansion is the latest execution of Rua's international growth strategy, targeting high-value markets where demand for medicinal cannabis is accelerating. Czechia presents a compelling opportunity. Following regulatory reforms in April 2025, General Practitioners are now permitted to prescribe medicinal cannabis, a shift that is expected to significantly grow patient access and market size.

CEO Paul Naske said, "Our launch into Czechia is more than a commercial achievement – it's a demonstration of Rua's regulatory experience and relationships to strategically enter growing international markets as the medicinal cannabis landscape evolves. This move builds on our success in Germany and strengthens Rua's footprint in Europe."

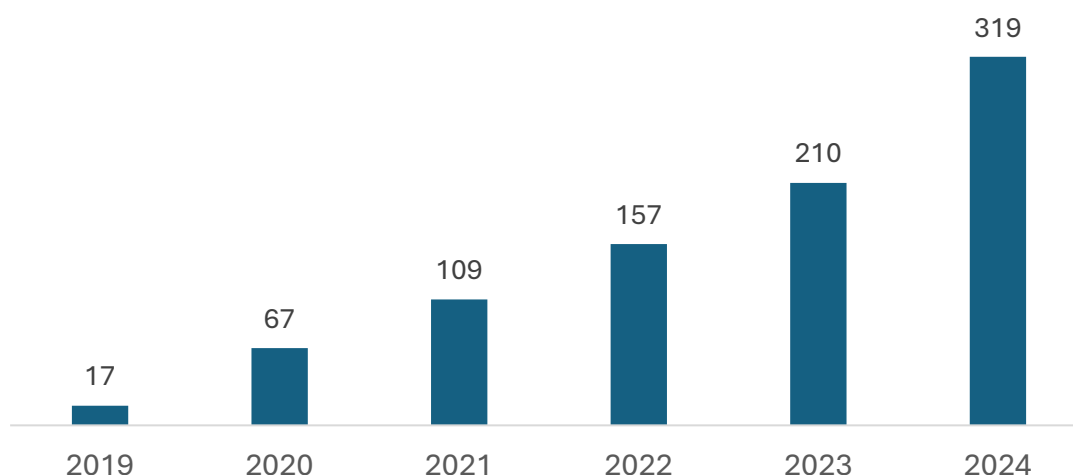
#### **Partnering with Motagon for trusted distribution**

Motagon brings deep expertise in the Czech medicinal cannabis sector and a well-established distribution network. With their strong regulatory understanding, sales and marketing team and relationships with healthcare providers and pharmacies, Motagon is ideally placed to ensure Rua products are accessible to Czech patients from day one.

#### **A growing market with exciting potential**

The Czech medicinal cannabis market, although still emerging, is forecast to expand significantly due to the recent regulatory changes. In 2025, approximately 4,000 patients are prescribed cannabis-based treatments monthly, with analysts projecting this number could double within two years. Rua believes this presents a strong foundation for growth.

Weight of cannabis products prescribed (kg)  
(Czechia Ministry of Health)



### Aligned with Rua's mission and purpose

This milestone reflects Rua Bioscience's founding kaupapa – to distribute high-value medicinal cannabis products that change lives. Each market Rua enters is a step toward fulfilling this vision, building commercial success on a foundation of purpose and partnership.

Rua will continue to monitor the Czech market closely, with additional product launches planned as demand grows.

For more information go to [www.ruabio.com/investors](http://www.ruabio.com/investors)

### ENDS

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## KUA MUTU

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