

ASX Announcement | 23 May 2024
Althea Group Holdings (ASX:AGH)

Althea Partners with Rocket Factory to Launch Dried Flower Products

Highlights:

- Althea has signed an exclusive supply agreement with renowned Canadian licensed producer Rocket Factory, for the sale and distribution of dried flower products in Australia, the UK and Germany
- Rocket Factory's premium, craft strains are set to launch under a new Althea brand in June 2024
- The medicinal cannabis dried flower product category has become increasingly competitive, with patient expectations regarding the premium quality strains and consistency of products paramount

23 May 2024: **Althea Group Holdings Limited (ASX:AGH) ('AGH', or 'the Company')**, a global leader in the manufacturing, sales and distribution of cannabis-based medicines and recreational cannabis products, is pleased to announce an exclusive supply agreement with Canadian licensed producer, Rocket Factory, for the sale and distribution of its premium range of craft cannabis dried flower products.

About Rocket Factory

Rocket Factory is a renowned licensed producer of indoor-grown dried flower cannabis products. They are dedicated to elevating standards of quality within the cannabis industry, sharing core values with Althea, focusing on innovation, quality, and consistency.

Althea will initially launch two Rocket Factory dried flower products, to be followed by additional products in the coming months. Updated Althea branding and further information will soon be revealed for these products.

Medicinal cannabis dried flower products

The medicinal cannabis dried flower product category has become extremely competitive across all markets, with a variety of different products available. Patients expect increasingly high-quality medicinal cannabis products, particularly in markets that present a self-pay model. A combination of these factors places more and more pressure on healthcare professionals and their treatment decisions.

Partnering with Rocket Factory presents Althea with a unique opportunity to tackle some of the challenges commonly faced in the industry. Smaller-scale batch production allows for greater care and therefore quality and consistency in the production of medicinal cannabis dried flower products. Combined with regular forecasting and scheduled growing cycles, this will allow for better management and increased consistency of supply in the market.



AGH CEO, Joshua Fegan said: “Partnering with an experienced licensed producer such as Rocket Factory provides us with an opportunity to tackle some of the challenges we face in the medicinal cannabis dried flower market. We’re excited for this collaboration to consistently provide high-quality medicinal cannabis flower products for healthcare professionals and their patients. All of this aligns with our mission, to evolve the industry, empower healthcare professionals, and ease the burden for patients.”

-ENDS-

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Althea Group Holdings Limited (ASX:AGH)

Althea Group Holdings Ltd ('AGH') is a global leader in the manufacturing, sales and distribution of cannabis-based medicines and recreational cannabis products. AGH services these sectors via two distinct business units. Althea, the company's pharmaceutical business, offers a comprehensive range of cannabis-based medicines which are made available to patients via prescription. Peak Processing Solutions, AGH's recreational cannabis business, produces legal cannabis products purchased by adult consumers in retail stores.

AGH operates in highly regulated and legal cannabis markets across the world with burgeoning operations in North America, Europe and Australia.

To learn more about Althea Group Holdings, please visit: www.altheagroupholdings.com

For more information on Althea, please visit: www.althea.life

For more information on MyAccess Clinics, please visit: www.myaccessclinics.co.uk

For more information on Peak, please visit: www.peakprocessing.com

