

7 January 2020

ASX Code: MXC

## MGC Pharma Launches New Affordable Cannabinoid Products Line in Australia & New Zealand – “Mercury Pharma”



**MGC Pharmaceuticals Ltd (ASX: MXC, ‘MGC Pharma’ or ‘the Company’)**, a European based ‘Seed to Pharmacy’ bio-pharma company focused on developing and commercialising cannabinoid derived medicines, is pleased to announce the launch of a new proprietary affordable prescription medicine line to be branded as Mercury Pharma, specifically for the Australian and New Zealand markets. The first product being “Mercury Pharma 100” (‘MP100’), a 100mg/mL CBD solution that will be prescribed by health care professionals in Australia and New Zealand, initially distributed by Australian medicinal cannabis distribution and logistics specialist Cannvalate Pty Ltd and Health House International Pty Ltd in due course.

Purchase orders for MP100 already received have totalled over 2,000 units to be delivered in January and February, which will deliver an immediate and positive impact on the Company’s Q1 2020 revenues.

### Key Highlights:

- Launch of Mercury Pharma brand and MP100, an affordable prescription only 100mg/mL cannabidiol (CBD) solution
- MP100 is being produced specifically for the Australian and New Zealand markets only, which will compete against existing high CBD products already available and sold in these 2 markets
- Purchase orders for 2,000 units received to be delivered in January and February 2020, totalling revenue in excess of c.AUD\$270,000 which will have a positive and immediate effect on short term revenues, a trend we expect to continue and grow. Products ordered to date are expected to be supplied within 30 days of the date of this announcement, pending the granting of Import Permits by the Australian Office of Drug Control
- MP100 has been developed following feedback from patients and prescribing physicians that one of the biggest hurdles to accessing and continuing as patients is the cost of phytocannabinoid derived medication currently available
- MP100 will help drive total Australian and New Zealand prescription numbers of MGC Pharma phytocannabinoid derived medicines in the short term due to the products affordability, and Cannvalate’s growing clinical and distribution network
- MP100 will initially be supplied, under current distribution agreements, by Cannvalate Pty Ltd, with additional purchase orders from Health House International expected in the coming weeks

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**Roby Zomer, Co-founder and Managing Director of MGC Pharma, commented:** “The launch of Mercury Pharma brand and “MP100” so early in 2020 bodes well for the year ahead as MGC Pharma continues to follow its agenda to provide cost effective affordable standardised phytocannabinoid based medicines to patients globally.

“The Mercury Pharma brand brings an alternative affordable high CBD prescription medicine to the Australian and New Zealand markets only, as well as adding a new product line to MGC Pharma’s offering. Without competing with our existing EU GMP Pharma grade medicines, we believe we will be a serious competitor for already available cannabis derived products, and look to disrupt the market. We have already seen a positive response to MP100 with purchase orders totalling over AU\$270,000, which will have an immediate and positive effect on our revenues in Q1 2020.

“With ever increasing prescription numbers for our pharma-grade products, we expect to see a further significant increase in patient and prescription numbers in the relative short term as MP100 is increasingly available in Australia and New Zealand, and as we continue to develop additional formulations for the Mercury Pharma brand.”

**Darryl Davies, COO of Cannvalate Pty Limited, commented:** "Cannvalate are delighted to introduce MGC Pharma's latest range across our network. MP100 is a high-quality, cost effective medication option that we expect to be extremely well received by both prescribing physicians and patients. MXC continue to work towards lowering barriers for Australian patients and we expect this will be the start of significant growth in patient numbers for 2020."

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**Authorised for lodgement by the Roby Zomer, Managing Director, for further information please contact:**

**UK IR/Media Advisors**

Catherine Leftley/Megan Dennison  
St Brides Partners Ltd  
+44 (0) 207 236 1177  
[catherine@stbridespartners.co.uk](mailto:catherine@stbridespartners.co.uk)  
[megan@stbridespartners.co.uk](mailto:megan@stbridespartners.co.uk)

**MGC Pharmaceuticals Ltd**

Brett Mitchell  
Executive Chairman  
+61 8 6382 3390  
[info@mgcpharma.com.au](mailto:info@mgcpharma.com.au)

## About MGC Pharma

MGC Pharmaceuticals Ltd (ASX: MXC, OTCQB: MGCLF) is an EU-based BioPharma company with many years of technical clinical and commercial experience in the medical cannabis industry. The Company’s founders were key figures in the global medical cannabis industry and the core business strategy is to develop and supply high quality cannabinoids-based pharmaceuticals products for the growing demand in the medical markets in Europe, North America and Australasia.

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