

Press release

Exclusive partnerships

Sanity Group launches international distribution of its medical cannabis brands Vayamed and avay Medical with exclusive partners in Europe

Berlin, June 27th, 2023 – The medical division of Berlin-based cannabis company Sanity Group, one of Germany's leading suppliers of medical cannabis, is initiating international business operations through the launch of exclusive distribution partnerships in Switzerland, Portugal, Poland and Malta.

Zurich-based Medropharm AG has been granted exclusive rights to distribute at least eight THC flowers from selected cultivars offered by Sanity Group's brand avay Medical as well as special products from their Vayamed brand in Switzerland. The sales launch comes at a strategically important time: Since the modification of the Swiss Cannabis Act in August 2022, cannabis flowers are also marketable as medicinal products in the country. The new distribution partnership supplies non-irradiated flowers with complex character traits from South African and Canadian cultivators. The Sanity Group intends to address the rapidly growing Swiss market with a special focus on natural and sustainably produced medicinal products through this offering. The first avay Medical flowers will be delivered to Swiss pharmacies before the end of June 2023.

Exclusive distribution partnerships also in Portugal, Poland and Malta

In addition, Sanity Group has signed exclusive distribution partnerships for avay Medical's medical flowers and Vayamed cannabis extracts in Poland, Portugal and Malta. Warsaw-based CMK Pharma Sp. z o.o. (CMK) has been signed as the exclusive distribution partner for the rapidly growing medical cannabis market in Poland. In addition to the wholesale of cannabis medicines, CMK also runs Centrum Medycyny Konopnej, one of the leading specialist clinics for cannabis therapies in Poland. In Portugal, the expert team of Sintra-based Alkannoli Lda will be distributing and organising product registration in the coming months. For the highly dynamic and strongly liberalized cannabis market in Malta, the pharmaceutical wholesaler E.J. Busuttil Limited with its first-class and long-established distribution channels to the leading pharmacies in Malta could be won as exclusive distribution partner.

More countries to follow

"We took a closer look at various target markets. Our partners for Switzerland, Poland, Portugal and Malta are united by their strong market access and great enthusiasm for quality medical cannabis. We are currently also in advanced talks with partners in four other countries to supply

even more markets with our high-quality product range,” says Thimo V. Schmitt-Lord MBE, Director Strategic Sourcing & New Markets at Sanity Group.

“With the market entry in Switzerland and the exclusive distribution partnerships in Poland, Portugal and Malta, we as Sanity Group are taking a significant steps towards expanding our business internationally. Our goal is to improve the quality of life of people in Germany, Europe and the world through the use of medical cannabis as a therapeutic option. We look forward to working with our exclusive partners to build a sustainable future together,” added Dr. Konstantin Rutz, Managing Director of Sanity Group’s medical arm.

About Sanity Group

Berlin-based Sanity Group aims to improve the quality of life of people around the world through the use of cannabinoids affecting the endocannabinoid system. In addition to pharmaceuticals, the focus is also on wellbeing and cosmetic products that utilize cannabinoids. Sanity Group, founded in Berlin in 2018 by Finn Age Hänsel, includes Vayamed and avay Medical (medicinal cannabis), Endosane Pharmaceuticals (finished pharmaceuticals), Belfry Medical (medical products and digital applications) and vaay (wellbeing). Near Frankfurt am Main, Sanity Group also operates a production and processing facility for cannabis extracts. More information can be found on sanitygroup.com/press.

About Medropharm AG

Medropharm AG, an internationally operating company headquartered in Zurich, is a leader in the extraction, production and marketing of pharmaceutical-grade cannabinoid and plant-based products. The Swiss company's expertise and core competence lies in the GACP cultivation of cannabis and other medicinal plants, the production of high-quality, GMP-compliant pharmaceutical-grade extracts, and the development of pioneering product solutions for the food, cosmetics, feed and pharmaceutical industries. For more information, visit www.medropharm.ch.

About Alkannoli Lda

Alkannoli LDA is currently constructing a large-scale EU GMP-certified manufacturing facility in Pataias, Portugal, to provide a range of high-quality medical-grade cannabis and cannabis-derived API products. Alkannoli will provide EU GMP pharma-grade cannabinoid products, in various forms, specifically designed to meet the significant medical needs in the fields of oncology and neurology. In addition, Alkannoli provides a regulated pharmaceutical pathway to transform GACP compliant biomass into GMP certified cannabis medicines. The company is proud to be pre-certified GACP, GMP, and GDP, demonstrating its dedication to meeting stringent requirements and ensuring the safety and efficacy of its products. Established in Portugal in 2020, Alkannoli LDA also has established subsidiary companies in Spain and Germany.

About CMK Pharma Sp. z o.o.

CMK Pharma Sp. z o.o. is a Polish company based in Warsaw. In addition to the wholesale of cannabis medicines, CMK also runs Centrum Medycyny Konopnej, one of the leading specialist clinics for cannabis therapies in Poland. More information at www.centrum-mk.pl.

About E.J. Busuttil Limited

E.J. Busuttil Ltd. is a long-standing family business, which was founded in 1988 by Mr. Edwin Busuttil, whereby his vision was to create and excel in a business of importation distribution of healthcare products. Nowadays, E.J. Busuttil Ltd. is managed by a board of Directors consisting of Mr. Edwin Busuttil and his two children, Claire Busuttil and Robert Busuttil, who together, have over twenty years of experience within the Healthcare Industry in Malta. Thirty years since its founding, E.J. Busuttil Ltd. is a highly established leader in its field, with a wide-ranging portfolio including pharmaceutical and over-the-counter preparations; medical, surgical and laboratory equipment; and healthcare products for personal use. More information at www.ejbusuttil.com.