



Felbridge to Partner with Switzerland’s Puregene to License & Distribute their Cannabis Genetics in Africa

CAPE TOWN, July 6, 2020 – Felbridge, a company incorporated in the Republic of South Africa, is pleased to announce that it has entered into a license and distribution agreement with Puregene to market their cannabis strains throughout Africa.

Puregene, a genetics company based in Switzerland, has successfully sequenced the world’s first cannabis super pan-genome and is able to combine its extensive cannabis experience with state-of-the-art breeding technologies to develop specific cannabinoids in its genetic library. These cannabinoids display key characteristics or traits, such as flavor, disease resistances, flower size, and yield. Felbridge, through its distribution agreement with Puregene, will be able to provide these leading genetics to licensed cultivators throughout Africa.

Leslie Zetler, Chief Executive Officer of Felbridge, commented “We are excited to be partnering with Puregene, a company that has taken the lead in cannabis research and variety development by combining science and data while ultimately progressing cannabis breeding. Their elite varieties have unique genetics and predictable characteristics thereby maximizing production potential whilst minimizing risk. Felbridge will be able to provide licensed cultivators with genetically superior hemp and cannabis varieties developed using advanced, artificial intelligence driven breeding technology which will allow these cultivators to receive starting material that is pathogen free and of the highest biological quality including the required phytosanitary and seed certifications.”

Puregene provides detailed traceability and protection of its varieties and has forged strong partnerships with government entities around the world thus enabling it to open new markets where hemp and cannabis can be legally cultivated on a commercial scale.

“Puregene is the first and currently only company allowed to legally export cannabis into the USA and Felbridge is excited to open the African market with these world leading genetics.” added Mr. Zetler.

Dr. Gavin George at Puregene commented “As a proud fellow South African – For decades I’ve known of the high-quality cultivation by the Zetler family and I’m thrilled they have turned their focus to cannabis. We couldn’t ask for a more experienced production and distribution partner on the African continent”.

Switzerland is renowned for its quality and attention to detail and has one of the most mature hemp markets in the world. Puregene, in its continued focus on research and development in the sector, has partnered with many leading universities in Europe as well as in South Africa where it conducts research related activities with the University of Stellenbosch, located in close proximity to Felbridge’s cultivation site.

As leading cultivators of cannabis products in South Africa, Felbridge is well placed to be at the forefront of the South African medicinal cannabis industry and thereby leading the local sector forward in a safe and responsible manner with quality and innovative products at all times.” added Mr. Zetler.

Media Contact:

For more information about Felbridge, visit www.felbridge.co.za

Email: info@felbridge.co.za

Contact:

Leslie Zetler, Chief Executive Officer: +27-82-901 6050

Barry Zetler, Financial Director: +27-82-888 2100