29 September 2026

ASX Announcement

Firebrick Announces USA Retail Launch Plan

Firebrick Pharma Limited (ASX: FRE) (the **Company** or **Firebrick**) is excited to announce that the Company has decided to actively enter the US retail pharmacy market for Nasodine products. The first step has been the appointment of Mr Al Moghaddam as US Commercial Director and Executive Director of Firebrick Pharma, Inc. ("FREI"), the Company's US subsidiary.

Following more than 200% growth in US online sales of Nasodine in FY26, the Company attended and exhibited at the NACDS (National Association of Chain Drugstores) retail trade expo in Boston, 15-17 August 2026. Firebrick met with more than 20 retail pharmacy groups. The response was overwhelmingly positive, with the following key insights:

- Nasodine was seen as an attractive new entrant in the emerging new category of 'nasal health'; a key differentiator was the product's backing by rigorous science and published clinical studies.
- Our proposed market pricing for Nasodine was well accepted.
- Nasodine's positioning as a cosmetic nasal cleanser was not seen as a limitation on the retail opportunity for the product.
- Up to six independent regional pharmacy groups (representing around 700 stores) expressed strong intent to place early orders for the product.
- We should introduce the throat spray and other new products as soon as possible in the US, to give retail pharmacies a portfolio of Nasodine products to support.

Based on the positive outcomes of the NACDS expo, Firebrick management developed a comprehensive plan to accelerate US sales by entering the US retail market. This plan has now been reviewed and approved by the Company's board of directors.

Under the approved US plan, the Company has appointed Mr Al Moghaddam, Firebrick's US-based non-executive director (NED) as US Commercial Director to lead the US retail marketing of Nasodine products (details of Consulting Agreement below). Mr Moghaddam has valuable experience in managing distribution through retail pharmacy chains, such as CVS and Walgreens, and through the major US pharmaceutical wholesale networks (McKesson, Cardinal Health and Amerisource).

Mr Moghaddam stated: "I am excited to be part of this transformational initiative. With Firebrick's current success in the US in the direct-to-consumer market, the company is well positioned to enter the large and attractive retail pharmacy market. Our approach will be phased to have the US operation self-funded from sales, wherever possible".

"Phase 1 will be distribution and sales through the independent pharmacy groups that we met at the NACDS," added Dr Peter Molloy, Executive Chairman of Firebrick Pharma Ltd. "Phases 2 and 3 will be distribution through wholesale banner groups (7,000 stores) and the major retail chains (25,000 stores), with the timing of these later phases determined during 2027."

Mr Moghaddam has already started follow-on negotiations with independent regional pharmacy groups. In addition, retail product packaging designs are being upgraded and scaled-up manufacturing preparations are underway.

Beyond FY27, it is expected that the US organisation (FREI) will be bolstered with logistics, sales and customer service personnel and operate as an independent company to the ASX-listed Firebrick company in Australia.

The Australian entity will benefit financially from the success of FREI, through license fees under the exclusive license agreement from Firebrick Australia. These comprise a 12% royalty and 5% management fee (total 17%) on all sales, plus a 20% fee on manufacturing cost for the exclusive US manufacturing rights. In addition, there is the potential for distribution of dividends to the Australian company from profits in the US.

These license fees and dividends could generate substantial cash flows for Firebrick and potentially deliver early profitability for the Australian entity.

In the meantime, regional activities in Southeast Asia (SEA) will continue and be managed by the FRE Head of Business Development (Nilesh Wadhwa).

Details of the Consulting Agreement

The Consulting Agreement (**Agreement**) was executed on 29 September 2026 between the Company and Al Moghaddam. Under the Agreement, Mr Moghaddam will receive CAD12,000 per month for leading the Nasodine US retail plan execution. In addition, Mr Moghaddam will receive variable compensation of 3% commission on the value of monthly Net Sales attributable to US retail pharmacy. The Agreement has an initial term of twelve (12) months but may be terminated by either party at any time without cause with 30 days' notice. Mr Moghaddam will also join the Board of Firebrick's US legal entity Firebrick Pharma, Inc. ("FREI") as Executive Director. Dr Peter Molloy and Dr Stephen Goodall also serve on the board of FREI and will play a more active role in supporting the US business, while retaining their Australian-based roles.

This announcement was authorised for release by Dr Peter Molloy, Executive Chairman, Firebrick Pharma Limited.

- ENDS -

About Firebrick Pharma

Firebrick Pharma is commercialising Nasodine® Nasal Spray (0.5% PVP-I), which has already been introduced into the United States, Singapore, and Fiji. It was also recently approved for marketing in Indonesia, and approval in the Philippines is expected. Nasodine® Throat Spray is the first follow-on product in the Nasodine range and is now available in Singapore and Fiji. Firebrick recently announced plans for a total of up to four products in the Nasodine range and expansion of sales to up to 10 markets over three years. For further information, visit firebrickpharma.com

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FirebrickPharma

Selected mages from NACDS Total Store Expo, 15-17 August 2026, Boston



Al Moghaddam and Peter Molloy at NACDS



Full Page Advertisement in Chain Drugstore Industry News

PRESS RELEASE

Innovative Nasal Cleansing Product Nasodine® to Be Showcased at NACDS Total Store Expo 2026

Article Courtesy of Nasodine
Visit Booth #1447 to Discover the Future of Daily Nasal Health

HENDERSON, NEVADA, and MELBOURNE, AUSTRALIA — Nasodine LLC, a wholly-owned subsidiary of Firebrick Pharma Ltd, is pleased to announce its inaugural participation in the National Association of Chain Drug Stores (NACDS) Total Store Expo 2026 in Boston, one of the retail pharmacy industry's premier events. The company will be showcasing its innovative nasal care product, Nasodine Nasal Spray.

Retailers, distributors, and healthcare partners are invited to visit Booth #1447 to discover how Nasodine is leading a new consumer category focused on daily nasal health.

A New Opportunity for Retail Pharmacy

In a post-COVID world, informed consumers are increasingly focused on preventative health and personal hygiene, with nasal cleansing emerging as a rapidly growing wellness category. Nasodine Nasal Spray is uniquely positioned to meet this demand with a research-based, differentiated product designed for safe everyday use.

Nasodine Nasal Spray is backed by 10 years of R&D and multiple patents. It is the only nasal spray of its type that has been clinically proven as safe for daily use and is supported by published studies in peer-reviewed journals.

Nasodine Nasal Spray is available in a convenient ready-to-use 25 milliliter (mL) bottle with a tamper-resistant integrated design. It is suitable for adults and children 12 years and older.

Visit Booth #1447 to discover:

- A differentiated R&D-based product that expands the nasal care category
- Strong repeat purchase potential driven by daily use and positive user experience
- Published studies supporting the use of Nasodine
- Distribution opportunities across the US

Meet the Team

The Firebrick Pharma leadership team will be available throughout the conference to discuss:

- Retail partnerships
- Distribution opportunities
- Commercial launch plans
- Private meetings with buying teams
- International licensing opportunities

Visit Us at Booth #1447

To arrange a meeting during the conference, please contact:

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Nasodine trade exhibit at NACDS