LTR Pharma Appoints Entrepreneur Nick Bell as Strategic Adviser to Support Digital Health and Commercial Growth

04 November 2026

Highlights

- Prominent Australian entrepreneur, investor and digital-growth specialist Nick Bell appointed Strategic Adviser.
- Appointment strengthens LTR Pharma's capabilities across digital health, telehealth, strategic partnerships and commercial growth.
- Initial activities will include introductions to telehealth platforms, clinic networks and commercial partners.
- Nick will support the evaluation of scalable and compliant commercial and patient-access pathways for SPONTAN® and KYZATREX® in Australia.

LTR Pharma Limited (ASX:LTP) ("LTR Pharma" or "the **Company")** has appointed prominent Australian entrepreneur and digital-growth specialist Nick Bell as Strategic Adviser to support the commercial growth of the Company's broader men's-health franchise. Nick is known for building and scaling businesses internationally and for his role as an investor on *Shark Tank Australia*.

As Strategic Adviser, Nick will work closely with LTR Pharma's leadership team to identify and develop commercial opportunities across the Company's expanding men's-health portfolio. His initial focus will include facilitating strategic introductions to telehealth platforms, clinic networks and commercial partners, advising on digital-health and patient-engagement strategies, and supporting the evaluation of scalable and compliant commercial and patient-access pathways for SPONTAN® and KYZATREX® in Australia.

Nick is a prominent Australian entrepreneur, investor and digital-growth specialist with extensive experience building and scaling businesses across international markets. He founded WME, which was acquired by Melbourne IT in 2017, and has since built a portfolio of businesses spanning digital marketing, technology, healthcare and consumer services, including First Page.

Nick's commercial interests extend across digital health, telehealth, medical imaging and longevity, providing valuable industry experience and strategic relationships relevant to LTR Pharma's growth ambitions. He is also widely recognised for his role as an investor on Shark Tank Australia.

LTR Pharma Executive Chairman, Lee Rodne, said:

"Nick brings an exceptional track record of building and scaling businesses, particularly through digital channels. His entrepreneurial experience, commercial relationships and understanding of emerging healthcare markets make him a valuable addition to LTR Pharma.

As we expand our men's-health portfolio, Nick will help us identify strategic partnerships, strengthen our digital-health strategy and evaluate compliant opportunities to connect eligible patients with appropriately qualified healthcare providers and treatment pathways."

Nick Bell said:

"I've spent my career building and scaling businesses by identifying opportunities where technology, customer experience and commercial execution can make a real difference.

Men's health is an area where digital innovation has the potential to significantly improve how patients connect with healthcare providers and access appropriate treatment.

I'm excited to work with Lee and the LTR Pharma team to develop strategic partnerships, expand digital-health opportunities and help build scalable commercial pathways for the Company's growing men's-health portfolio."

- ENDS –

This announcement has been approved by the Board of Directors.

About LTR Pharma

LTR Pharma is a commercial-stage pharmaceutical company developing and commercialising innovative therapies to address significant unmet medical needs. The Company's lead programs utilise its proprietary intranasal technology platform. The Company has successfully commercialised its rapid-acting treatment technology in Australia and is expanding access whilst advancing regulatory pathways in the US and other key markets.

LTR's lead products, **SPONTAN®** and **ROXUS®,** are fast-acting intranasal sprays for the treatment of erectile dysfunction, enabling onset of action in 10 minutes or less. Building on this proven technology, the Company is now advancing **OROFLOW®**, a novel intranasal spray under development for the treatment of Oesophageal Motility Disorders (OMD) – a debilitating group of conditions affecting swallowing function.

Through strategic partnerships, LTR Pharma is expanding its pipeline and global footprint to deliver differentiated, patient-centric treatments that enhance quality of life.

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For further information please contact:

Media enquiries
Haley Chartres
haley@hck.digital

Investor enquiries
Peter McLennan
investors@ltrpharma.com