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Sydney, Australia

# **ASX: NOX**

## **Noxopharm Limited**

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## Board of Directors Mr Peter Marks

Chairman Non-Executive Director

## **Dr Graham Kelly**

Chief Executive Officer Managing Director

#### **Dr Ian Dixon**

Non-Executive Director

# NOXOPHARM CEO INTERVIEW EXPLAINS RECENT BRAIN CANCER ANNOUNCEMENT

Noxopharm (NOX: ASX) today releases a videotaped FNN interview with CEO, Dr Graham Kelly, on the subject of an announcement made to the market on 29 August 2017.

That earlier announcement related to the Company's intention to extend the use of its frontline experimental anti-cancer drug, NOX66, to the treatment of brain cancer. The announcement referred to pre-clinical data which the Company considers highly relevant to, and potentially unique in the quest for better treatment outcomes for adults and children with cancer of the brain.

The interview is designed to explain what the Company sees as the potential clinical significance of the data.

The interview will be available on the Company's website (<a href="www.noxopharm.com">www.noxopharm.com</a>) at the following link:

http://www.finnewsnetwork.com.au/MediaCenter/MediaCenterMobile.aspx?Site=FNN1026

#### **About NOX66**

NOX66 is an innovative dosage formulation of the experimental anti-cancer drug, idronoxil, developed specifically to preserve the anti-cancer activity of idronoxil in the body and to enhance its drug-like behaviour.

Idronoxil is a kinase inhibitor that works by inhibiting a range of enzymes including sphingosine kinase and PI3 kinase that regulate cell pro-survival mechanisms and which are over-expressed in cancer cells, as well as inhibiting external NADH oxidase Type 2 (ENOX 2) which is responsible for maintaining the transmembrane electron potential (TMEP) in the plasma membrane of cancer cells and whose expression is limited to cancer cells. Inhibition of these enzymes results in disruption of key downstream pro-survival mechanisms including resistance mechanisms, sensitizing the cancer cell to the cytotoxic effects of chemotherapy drugs and radiotherapy.

#### **About Noxopharm**

Noxopharm is an Australian drug development company with offices in Sydney, Melbourne and Hong Kong. The Company has a primary focus on the development of drugs to address the problem of drug-resistance in cancer cells, the major hurdle facing improved survival prospects for cancer patients. NOX66 is the first pipeline product, with later generation drug candidates under development. The Company also has initiated a pipeline of non-oncology drugs.

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#### **Forward Looking Statements**

This announcement may contain forward-looking statements. You can identify these statements by the fact they use words such as "aim", "anticipate", "assume", "believe", "continue", "could", "estimate", "expect", "intend", "may", "plan", "predict", "project", "plan", "should", "target", "will" or "would" or the negative of such terms or other similar expressions. Forward-looking statements are based on estimates, projections and assumptions made by Noxopharm about circumstances and events that have not yet taken place. Although Noxopharm believes the forward-looking statements to be reasonable, they are not certain. Forward-looking statements involve known and unknown risks, uncertainties and other factors that are in some cases beyond the Company's control that could cause the actual results, performance or achievements to differ materially from those expressed or implied by the forward-looking statement. No representation, warranty or assurance (express or implied) is given or made by Noxopharm that the forward-looking statements contained in this announcement are accurate and undue reliance should not be placed upon such statements.