

09 February 2023

Fellow Shareholders,

I wish you a great new year!

Generation Z and CLINUVEL

As you are used to from me, I share my views with you each year, as translated from my native Dutch. Thinking about a life looking for bigger opportunities, I consistently ask my managers to stay in touch with changes in society, know what consumers expect, and prepare for the next trend, the wave of tomorrow. My fellow CLINUVEL Directors share the view to adjust now for tomorrow. In this regard, our first step was to see us adopt digitalisation, for example using new global accounting systems, new CRM software, new databases, and better internal processes to save costs. A second step was to prepare the Company to entering a digital world.

Every year, I follow reports from the big four accountancy firms, which publish surveys among millennials, looking into their habits, spending patterns, and views on global businesses. At the moment 23% of the global population consists of generation Z, growing to more than 50% by 2033. Of this next generation, more than 60% is using social media as the number one channel to find information on new trends and products, and I believe that the future will be determined largely by news communicated via still images and video. Our CBM team will need to follow this trend.

Millennials are motivated by many aspects, rewards, corporate sustainability, by 'do-good goals', and they look at environmental issues, recycling, buying used products and carefully reading about business practices and social impact. I am not only personally invested in companies who understand social media and the digital future, but I spend also much time thinking how to assist CLINUVEL's management to realise its goals.

In our forecast of A\$175 million spending over 5 years (2021-2025), we are now halfway, and the budget includes the building of a marketing and branding agency in-house to create a market for our specialised consumer products. At the moment, we have not spent as much as anticipated on the marketing budgets, but will possibly do in the coming years. Communicating to bigger audiences will always result in more name recognition and, eventually, more demand for the products.

In entrepreneurship one can choose to do the same thing, or one can take some risks, and there is never going to be victory without things done a bit differently. I cannot exclude that CLINUVEL's mission will attract large parts of a consumer market, because its cosmetic products come from pharmaceutical development and its business, based on real time human research. I believe that building global brands is difficult and requires much marketing power. However, after years of discussions with my fellow Directors and experts in the field of online marketing, my doubts have gone, and I think that the next generation could respond positively to the digitally communicated missions and values CLINUVEL will be presenting in the next few years.

So how does this additional venture look from the Board's perspective, what are the associations with our pharma business? This month, we have seen the two results of using our pharmaceutical peptides as agents to reduce photo and DNA damage in the skin. Further data came from the human studies CUV151 and CUV156, focused on a terrible skin cancer disease called xeroderma pigmentosum. CLINUVEL's

scientific advancement is needed in this world, because there is nothing else for these patients, and not many others innovated in this field.

In developing and marketing products for targeted consumer markets, our management realises that they are taking on the biggest companies in the skin and beauty market. But the true advantage – as I see it – is that CLINUVEL has a long and pure pharmaceutical background, which most of these companies cannot say, because it is not their business to be developing pharmaceutical drugs. CLINUVEL's cosmetic business addition comes from decades of human trials, and this gives the Company a big start and special position. This position could make a difference to attract a bigger audience; actually, we need to let the new readers and viewers know that this position is special.

So, now to the importance of millennials. Youngsters will look at business with different expectations, and we believe that CLINUVEL's approach to reduce DNA skin damage will be positively received. I also think that it is worthwhile to take the commercial risk by spending on social media, content creation, since our news needs to reach many who benefit. Entrepreneurship, as I have experienced it, is looking where others have not. I therefore have changed my initial views, a global CLINUVEL brand will indeed succeed, when we are prepared to look at the needs of the new generation.

Financial results

The financial results of the first and second quarter (ending December 2022) were excellent both in terms of cash flow generated and overall growth, and I see this continuing for a long time. Cash assets have grown each quarter the past six years to give us many possibilities for the future. In a few weeks we will receive the half year results to look again at revenues generated until 31 December 2022 and hopefully growth.

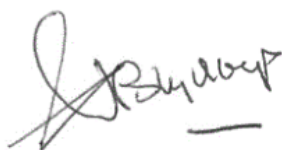
I speak to our Chief Finance Officer about the world suffering from loss of earnings, supply chain issues, and cash flow needs, therefore CLINUVEL's finances are not only better than hoped, but also provide a financial buoy when needed.

The objectives the Directors share are to build a company that can withstand the uncertain economic world we live in now, and that innovates new products for various markets. Putting these objectives against our financial performance so far, we are travelling in modesty and confidence.

I'd like to thank our independent analysts for all the time they are spending on researching and writing on the Company and look forward speaking to you later this year.

Our teams have presented us an inspiring program for 2023. The year has started very well, and the Board is following how the team is doing against the goals set, therefore I look forward reporting to you in a few months.

Yours sincerely,



Willem Blijdorp

Chair

CLINUVEL PHARMACEUTICALS LTD

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About CLINUVEL PHARMACEUTICALS LIMITED

CLINUVEL (ASX: CUV; ADR LEVEL 1: CLVLY; Börse Frankfurt: UR9) is a global specialty pharmaceutical group focused on developing and commercialising treatments for patients with genetic, metabolic, systemic, and life-threatening, acute disorders, as well as healthcare solutions for specialized populations. As pioneers in photomedicine and the family of melanocortin peptides, CLINUVEL's research and development has led to innovative treatments for patient populations with a clinical need for systemic photoprotection, assisted DNA repair, repigmentation and acute or life-threatening conditions who lack alternatives.

CLINUVEL's lead therapy, SCENESSE® (afamelanotide 16mg), is approved for commercial distribution in Europe, the USA, Israel, and Australia as the world's first systemic photoprotective drug for the prevention of phototoxicity (anaphylactoid reactions and burns) in adult patients with erythropoietic protoporphyria (EPP). Headquartered in Melbourne, Australia, CLINUVEL has operations in Europe, Singapore, and the USA. For more information, please go to <https://www.clinuvel.com>. SCENESSE®, PRÉNUMBRA®, and NEURACTHEL® are registered trademarks of CLINUVEL.

Authorised for ASX release by the Chair of CLINUVEL PHARMACEUTICALS LTD

Head of Investor Relations

Mr Malcolm Bull, CLINUVEL PHARMACEUTICALS LTD

Investor Enquiries

<https://www.clinuvel.com/investors/contact-us>

Forward-Looking Statements

This release contains forward-looking statements, which reflect the current beliefs and expectations of CLINUVEL's management. Statements may involve a number of known and unknown risks that could cause our future results, performance, or achievements to differ significantly from those expressed or implied by such forward-looking statements. Important factors that could cause or contribute to such differences include risks relating to: our ability to develop and commercialise pharmaceutical products; the COVID-19 pandemic and/or other world, regional or national events affecting the supply chain for a protracted period of time, including our ability to develop, manufacture, market and sell biopharmaceutical products; competition for our products, especially SCENESSE® (afamelanotide 16mg), PRÉNUMBRA® or NEURACTHEL®; our ability to achieve expected safety and efficacy results in a timely manner through our innovative R&D efforts; the effectiveness of our patents and other protections for innovative products, particularly in view of national and regional variations in patent laws; our potential exposure to product liability claims to the extent not covered by insurance; increased government scrutiny in either Australia, the U.S., Europe, Israel, China and Japan of our agreements with third parties and suppliers; our exposure to currency fluctuations and restrictions as well as credit risks; the effects of reforms in healthcare regulation and pharmaceutical pricing and reimbursement; that the Company may incur unexpected delays in the outsourced manufacturing of SCENESSE®, PRÉNUMBRA® or NEURACTHEL® which may lead to it being unable to supply its commercial markets and/or clinical trial programs; any failures to comply with any government payment system (i.e. Medicare) reporting and payment obligations; uncertainties surrounding the legislative and regulatory pathways for the registration and approval of biotechnology and consumer based products; decisions by regulatory authorities regarding approval of our products as well as their decisions regarding label claims; our ability to retain or attract key personnel and managerial talent; the impact of broader change within the pharmaceutical industry and related industries; potential changes to tax liabilities or legislation; environmental risks; and other factors that have been discussed in our 2022 Annual Report. Forward-looking statements speak only as of the date on which they are made, and the Company undertakes no obligation, outside of those required under applicable laws or relevant listing rules of the Australian Securities Exchange, to update or revise any forward-looking statement, whether as a result of new information, future events or otherwise. More information on preliminary and uncertain forecasts and estimates is available on request, whereby it is stated that past performance is not an indicator of future performance.

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