

Propanc Biopharma's CEO Shares Views on Revolutionizing Cancer Treatment: An Inside Look at Drug Development & Strategic Financing

Show with Joel Block, "Your Advantage Play®, In Search of the Ultimate Competitive Advantage"

MELBOURNE, Australia--(BUSINESS WIRE)-- [Propanc Biopharma, Inc.](#) (OTC Pink: PPCB) ("Propanc" or the "Company"), a biopharmaceutical company developing novel cancer treatments for patients suffering from recurring and metastatic cancer, today announced that the Company's CEO, Mr. James Nathanielsz, shares his views on revolutionizing cancer treatment with an inside look at drug development and strategic financing. Mr. Nathanielsz appeared on a show with Mr. Joel Block, a weekly podcast on killer business strategies and how the best leaders make them work. In this week's episode, Mr. Nathanielsz discusses the competitive advantage of the Company and its enzyme treatment for metastatic cancer. Some key points to the competitive advantage highlighted by Mr. Nathanielsz include:

- **Global Financing Strategy:** Mr. Nathanielsz emphasizes the company's global view on accessing funds and its current pursuit of series A financing, showcasing a strategic approach to securing financial support.
- **Role of Being Public:** Going public in the U.S. enabled the company to raise significant capital, highlighting the advantages of being a small public company in accessing funding and fostering advancements in drug development.
- **Ethical Communication and Due Diligence:** Mr. Nathanielsz underscores the importance of ethical communication and thorough due diligence to build credibility, emphasizing the company's commitment to honesty and integrity in drug development.
- **Drug Development Milestones and Patient Access:** The company's main objective is to make their drug accessible to as many patients as possible, prioritizing patient impact over company success, reflecting a patient-centric approach to healthcare.
- **Science-Based Differentiation and Market Opportunity:** The guest emphasizes prior human experience with the drug, safety, and efficacy, and its differentiation in the oncology market, identifying a strong scientific foundation for competitive advantage.

The show, entitled, "Your Advantage Play®, In Search of the Ultimate Competitive Advantage," has been on the air for 5 years with over 185 episodes released. It has been rated in the top 5% of all podcasts worldwide and featured CEOs of several public companies as well as some of the most highly regarded advisory talent in the country. It targets senior executives of middle market companies (generally \$20 million to \$1 billion in annual revenues) – but also includes a wider audience of C-Suite executives from all segments of corporate America.

Mr. Block is a blackjack player turned venture capitalist and hedge fund manager who has participated in \$1 billion dollars' worth of deals. Joel Block has adapted these skills, attitudes, and philosophies to business. His keynote speeches and media appearances expose Advantage Play® (AP), the art of knowing what comes next because, for APs, winning is inevitable.

To access the in-depth discussion with Mr. Nathanielsz on Spotify, click here:

https://open.spotify.com/episode/0MVXBuujK6iGfvAzhuVZ9j?si=lb-ST12ORcGQIEF_QTrvZw

About Your Advantage Play®, In Search of the Ultimate Competitive Advantage:

Joel Block's weekly show on killer business strategies and how the best leaders make them work, located on <https://redcircle.com/shows/your-advantage-play>

About Propanc Biopharma, Inc.

Propanc Biopharma, Inc. (the "Company") is developing a novel approach to prevent recurrence and metastasis of solid tumors by using pancreatic proenzymes that target and eradicate cancer stem cells in patients suffering from pancreatic, ovarian, and colorectal cancers. For more information, please visit www.propanc.com.

The Company's novel proenzyme therapy is based on the science that enzymes stimulate biological reactions in the body, especially enzymes secreted by the pancreas. These pancreatic enzymes could represent the body's primary defense against cancer.

To view the Company's "Mechanism of Action" video on its anti-cancer lead product candidate, PRP, please click on the following link: <http://www.propanc.com/news-media/video>.

Forward-Looking Statements

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Forward-looking statements reflect management's current expectations, as of the date of this press release, and involve certain risks and uncertainties. Forward-looking statements include statements herein with respect to the planned studies and market projections described above and the successful execution of the Company's business strategy. The Company's actual results could differ materially from those anticipated in these forward-looking statements because of various factors. Such risks and uncertainties include, among other things, our ability to establish and maintain the proprietary nature of our technology through the patent process; the availability of financing; the Company's ability to implement its long range business plan for various applications of its technology; the Company's ability to enter into agreements with any necessary business partners; the impact of competition; the obtaining and maintenance of any necessary regulatory clearances applicable to applications of the Company's technology; and management of growth and other risks and uncertainties that may be detailed from time to time in the Company's reports filed with the SEC.

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