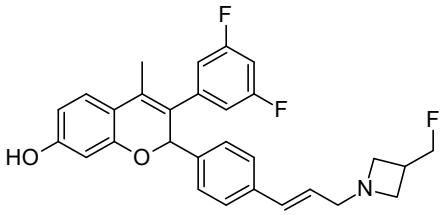
CLAIMS:

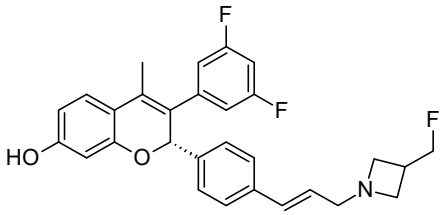
1. A compound 3-(3,5-difluorophenyl)-2-[4-[(*E*)-3-[3-(fluoromethyl)azetidin-1-yl]prop-1-enyl]phenyl]-4-methyl-2*H*-chromen-7-ol represented by Formula I:



Formula I

or a pharmaceutically acceptable salt thereof.

2. A compound (2*S*)-3-(3,5-difluorophenyl)-2-[4-[(*E*)-3-[3-(fluoromethyl)azetidin-1-yl]prop-1-enyl]phenyl]-4-methyl-2*H*-chromen-7-ol represented by Formula Ia:



Formula Ia

or a pharmaceutically acceptable salt thereof.

3. A pharmaceutical composition comprising a compound of claim 1 and a pharmaceutically acceptable carrier, diluent, or excipient.

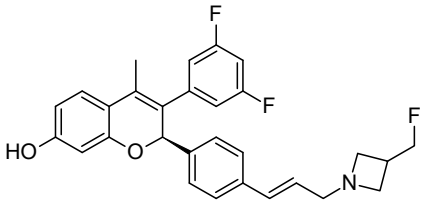
4. A pharmaceutical composition comprising a compound of claim 2 and a pharmaceutically acceptable carrier, diluent, or excipient.

5. Use of the compound of claim 1 or claim 2 in the manufacture of a medicament for the treatment of cancer,

wherein the cancer is selected from the group consisting of ER-mediated breast cancer, ER-mediated endometrial cancer, ER-mediated brain cancer, and ER-mediated ovary cancer.

6. The use of claim 5, wherein the cancer is ER-mediated breast cancer.

7. A composition comprising the compound of claim 2, wherein the content of compound of Formula Ib



Formula Ib

is less than 25%, less than 20%, less than 15%, less than 10%, less than 5%, less than 1%, less than 0.5%, less than 0.1, less than 0.05%, less than 0.01 % w/w or absent with respect to the compound of Formula Ia.

8. The compound of claim 2, wherein the enantiomeric ratio of the compound of Formula Ia is greater than 75:25, greater than 80:20, greater than 85:15, greater than 90:10, greater than 95:5, greater than 99:1 or is 100:0.

9. The pharmaceutical composition of claim 3, wherein an amount of *S*-enantiomer of Formula I present in the composition is at least 75% of a total amount of enantiomers of Formula I present in the composition.

10. The pharmaceutical composition of claim 9, wherein the amount of *S*-enantiomer of Formula I present in the composition is at least 99% of the total amount of enantiomers of Formula I present in the composition.

11. The pharmaceutical composition of claim 10, wherein the amount of *S*-enantiomer of Formula I present in the composition is 100% of the total amount of enantiomers of Formula I present in the composition.