

# ABcann Launches Beacon Medical



**NAPANEE, Ontario, May 23, 2018 (GLOBE NEWSWIRE) -- ABcann Global Corporation (TSXV: ABCN)** (“ABcann” or the “Company”) is pleased to announce the launch of Beacon Medical, its new medical cannabis brand. The goal of Beacon Medical is to help patients and their healthcare providers navigate the complex medical cannabis market to find the best treatment option.

**“Our vision is to leverage our unique experience in the global pharmaceutical industry to create one of the most respected medical cannabis companies. The launch of Beacon is an important step towards that vision,”** stated Barry Fishman, Chief Executive Officer.

The adoption of the Beacon Medical brand is a direct result of an exclusive study of 1,500 Canadians that ABcann conducted in early 2018. The Company is committed to developing its brands based on deep consumer insights. ABcann’s study identified that 73% of adult Canadians who are not currently using cannabis, but have a treatable condition, say they lack the appropriate knowledge of how to use medical cannabis, and 67% say they are unfamiliar with how to obtain medical cannabis. With so many Canadians not clear about how to obtain and use medical cannabis, ABcann believes the market is ready for a brand that makes the process easier to navigate.

Beacon Medical will differentiate itself by focusing on the patient experience: simple registration and product classification, efficient purchasing, pharmaceutical-grade products, and compassionate customer service.

**“A beacon is a symbol of hope and relief for those seeking guidance, and that’s why Beacon is a perfect metaphor and the ideal name for our new medical cannabis brand. We want to develop simple ways to help people navigate the complex world of cannabis,”** stated Sung Kang, Chief Marketing Officer.

Beacon Medical invites investors, media and consumers to get a first glimpse of the new Beacon brand at the Lift Expo taking place in Toronto from May 25<sup>th</sup> to 27<sup>th</sup>, 2018. The full Beacon Medical website and product line, which will include the introduction of cannabis oils, will be available to ACMPR patients by early summer 2018.

## **About ABcann**

ABcann is recognized for high-quality, trusted products and services. It holds production and sales licenses from Health Canada, and its flagship facility in Napanee, Ontario contains proprietary plant-growing technology, centred on its specially designed, environmentally-controlled growing chambers. This approach results in the production of pharmaceutical-grade cannabis products. ABcann is expanding its production capacity and pursuing partnership and product development opportunities domestically, as well as in select international markets, such as Germany, Australia and Israel.

For more information about ABcann, please contact:

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