



## ABcann Introduces Lumina, a Cannabis Brand Focused on Wellness

NAPANEE, Ontario, August 2, 2018 (GLOBE NEWSWIRE) – **ABcann Global Corporation** (TSX-V: ABCN, OTCQB: ABCCF) (“**ABcann**” or the “**Company**”), a leader in Canada’s cannabis sector, is pleased to announce the launch of Lumina, an adult-use cannabis brand and product line designed with health & wellness in mind.

From alleviating stress to promoting focus, creativity or a sense of calm, Lumina supports a holistic approach to mental and physical well-being, key considerations in the flourishing wellness sector.

“Lumina is the third entry in ABcann’s growing lineup of cannabis brands, joining Beacon Medical and FIRESIDE in our premium portfolio,” says Barry Fishman, CEO. “Our extensive experience growing premium cannabis, emphasis on quality, and dedication to an exceptional consumer experience can be seen in the superior products we deliver.”

Lumina was developed to be a health and wellness brand dedicated to non-combustible formats of cannabis and future innovations in the wellness space. Fostering a mind-body connection, Lumina products — expected to be available when the adult-use recreational cannabis market opens to Canadians on October 17, 2018 — will be produced in small batches at ABcann’s state-of-the-art, ISO 9001 certified facility. Lumina Oils, the first product group in the Lumina line, will come in three formulations to satisfy a variety of needs:

- **CBD Oil:** 0 mg/mL THC, 25 mg/mL CBD
- **Balanced Oil:** 12.5 mg/mL THC, 12.5 mg/mL CBD
- **THC Oil:** 25 mg/mL THC, 0 mg/mL CBD

The oils can be taken on their own, mixed with food or drink, or used in cooking or baking. Generally, while the effects of cannabis-infused oils take longer to surface, they last longer than combustible methods of delivery. In some personal wellness programs, they are used for a sense of serenity and relaxation, while others report increased mental clarity and focus.

“Lumina was created to address two powerful consumer trends: the belief that a healthy mind and a healthy body are connected, and the desire to be self-directed when it comes to taking care of one’s health,” says Sung Kang, Chief Marketing Officer. “Lumina Oils are just the first in a rich line of products we intend to develop as regulations evolve. Eventually, we see this



brand carrying a wide array of lotions, creams, aromatherapy candles, bath bombs and other elevated products containing cannabis extracts that help people take care of their mind and body.”

ABcann Global is committed to providing quality cannabis products and services that improve lives. Every variable in ABcann’s growing, curing and harvesting process is precisely-controlled and monitored. ABcann’s indoor, high-tech craft growing environment translates into a superior product that is clean, consistent and repeatable, critical factors when delivering high quality.

With the emergence of the Canadian adult-use market, continued focus on the medical cannabis segment and a growing global opportunity — coupled with a healthy balance sheet — ABcann is well-positioned for success.

### **About ABcann**

ABcann is recognized for high-quality, trusted products and services. It holds production and sales licenses from Health Canada, and its world-class indoor cultivation 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.

ABcann recently announced that it has entered into a definitive agreement to acquire 100% of the issued and outstanding share capital of Canna Farms Limited, a premium cannabis company in British Columbia. Canna Farms was B.C.’s first Licensed Producer and has several years of craft cultivation experience and expertise, as well as a significant patient base and positive cash flow.

### **For more information:**

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### **ON BEHALF OF THE BOARD OF DIRECTORS**

#### **Barry Fishman (CEO and Director)**

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### **Disclaimer for Forward-Looking Information**

This news release contains forward-looking statements, including statements regarding: the timing of opening of Canada's adult-use market; the number and formats of the Lumina brands to be produced; the positive effects for customers from use of the Company’s products; and the expected response of ABcann's customers to its new product lines; and the Company’s international business plans. The forward-looking statements in this release are based on certain assumptions and involves known and unknown risks and uncertainties and other factors that could cause actual events to differ materially from current assumptions and expectations, including that the adult-use market will open in the time frame expected and that customers will respond positively to ABcann's new product lines. These forward-looking statements should not be read as guarantees of future performance or results. Such statements involve known and unknown risks, uncertainties and other factors that may cause actual results, performance or achievements to be materially different from those implied by such statements, including

regulatory impediments to the timing of opening of the adult use market, changes to industry regulations that are adverse to the Company, and that customer reception may not be as expected. A more complete discussion of the risks and uncertainties facing the Company appears in the Company's Annual Information Form and continuous disclosure filings, which are available on SEDAR at [www.sedar.com](http://www.sedar.com). Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date of this news release. The Company disclaims any intention or obligation to update or revise any forward-looking statements as a result of new information or future events, or for any other reason, other than as required by applicable securities laws.