

“Our new brands embody our focus on crafting high-quality, consistent products,” says Barry Fishman, ABcann’s Chief Executive Officer. “As a licensed producer of cannabis since 2014, we have the experience, knowledge and focus on innovation required to deliver superior products.”

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

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.

FIRESIDE is now live at [FiresideCannabis.com](https://firesidecannabis.com) and @firesidelife on Instagram.

About ABcann

ABcann is recognized for high-quality, trusted products and services. It holds production and sales licences 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.

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 press release contains forward-looking statement, including statements regarding: the timing of the Company's planned new wellness brand; the timing of opening of Canada's adult-use market; the expected benefits to the Company from the launch of the FIRESIDE market; and the expected response of ABcann's customers to its new product lines. 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 the adult use market 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’s website at 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 press 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.