

# **Red Light Holland Sells Approximately 350,000 Grams of Magic Truffles and Increases Points of Sale for iMicrodose Packs to Six More Smart Shops**

## **Significant increase in number of points of sale for iMicrodose Packs now in 30 Smart Shops (including Brick and Mortar stores and online shops) plus (approximately) 350,000 grams of packaged magic truffles sold from the Red Light Holland Farm in Horst, the Netherlands**

Toronto, Ontario--(Newsfile Corp. - July 13, 2021) - Red Light Holland Corp. (CSE: TRIP) (FSE: 4YX) (OTC Pink: TRUFF) ("Red Light Holland" or the "Company"), an Ontario-based corporation engaged in the production, growth and sale of a premium brand of magic truffles to the legal, recreational market within the Netherlands, is pleased to provide an update on the distribution of its Red Light Holland truffle farm and iMicrodose Packs in the Netherlands.

"Red Light Holland is doing incredible work in the Netherlands. Hans Derix, our President, plus the Red Light Holland Farm and our wholly owned distribution company, SR Wholesale - continue to sell our magic truffles and have increased the availability of our products and our brand's visibility. iMicrodose Packs powered by Red Light Holland are now available in 6 more locations than previously announced and we have sold approximately 350,000 grams of our magic truffles from the Red Light Holland Farm." said Todd Shapiro, CEO and Director of Red Light Holland. "We continue to concentrate on growing our online sales at [www.iMicrodose.nl](http://www.iMicrodose.nl) as our psychedelic first focused company continues to provide legal psilocybin access now with the Rec and Tech approach which can support our consumers. Given that this a continuous process, and not all grams are harvested at once, we are very pleased to have worked through over one third of the 1,000,000 gram grow in line with our previously announced target of mid 2021 and look forward to continuing to harvest and sell truffles through the summer and into the fall."

"The Red Light Holland Farm in Horst is running smoothly, as we continuously harvest from our 1,000,000 gram grow, with future sales expected imminently. I am very proud of the efficient harvesting systems we have put in place. As well, SR Wholesale is as seamless as ever. We have accomplished a ton since we first launched our iMicrodose packs in the Netherlands on September 25th, 2020 and we are excited by the opportunity for future growth via our current iMicrodose Packs, our future Maka products and soon to be announced new product offerings in the truffles, mushroom, and cbd forms. We are all very excited by our aggressive approach and responsible access via education and information," said Netherlands President Hans Derix.

"This is so special! By increasing points of sale we are increasing accessibility and responsible use with our supporting iMicro app and digital telecounseling platform developed by Radix Motion (iMicroapp.com). The more microdosers that agree to share their anonymized data from this live, privacy first app, the more robust the research we can share with governments to inform regulatory bodies on best practices to legalize psychedelics as tools for growth," said Red Light Holland's Chief Technology and Innovation officer, Sarah Hashkhes. "The Online support, which we offer adults exploring microdosing, with iMicrodose packs powered by Red Light Holland in the Netherlands, continues to connect consumers to expert knowledge from our certified therapist and microdosing expert, Jeff Hamburg via live virtual telecounseling, as well as creating a supporting community. We are proud of our bold yet empathetic approach. We are promoting a systematic revolution in wellness and care."

## About Red Light Holland

Red Light Holland is an Ontario-based corporation engaged in the production, growth and sale (through existing Smart Shops operators and an advanced e-commerce platform) of a premium brand of magic truffles to the legal market within the Netherlands.

### For additional information on the Company:

Todd Shapiro

Chief Executive Officer & Director

Tel: 647-204-7129

Email: [todd@redlighttruffles.com](mailto:todd@redlighttruffles.com)

Website: <https://redlighttruffles.com/>

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### Forward-Looking Statements

This press release contains certain "forward-looking information" within the meaning of applicable Canadian securities legislation. Such forward-looking information and forward-looking statements are not representative of historical facts or information or current condition, but instead represent only the Company's beliefs regarding future events, plans or objectives, many of which, by their nature, are inherently uncertain and outside of the Company's control.

Generally, such forward-looking information or forward-looking statements can be identified by the use of forward-looking terminology such as "plans", "expects" or "does not expect", "is expected", "budget", "scheduled", "estimates", "forecasts", "intends", "anticipates" or "does not anticipate", or "believes", or variations of such words and phrases or may contain statements that certain actions, events or results "may", "could", "would", "might" or "will be taken", "will continue", "will occur" or "will be achieved". The forward-looking information and forward-looking statements contained herein include, but are not limited to: information regarding the Company's ability to complete the harvest and sell its previously announced 1,000,000 grams of truffles, and launch new product offerings.

These statements involve known and unknown risks, uncertainties and other factors, which may cause actual results, performance or achievements to differ materially from those expressed or implied by such statements, including but not limited to: the ability of Red Light Holland to continue as a going concern; the risks associated with the psychedelics industry in general such as operational risks in growing, competition, incorrect assessment of the value and potential benefits of various transactions; failure to obtain required regulatory and other approvals, in particular with respect to completing the harvest and sale of its previously announced 1,000,000 grams of truffles, and launch new product offerings.

Readers are cautioned that the foregoing list is not exhaustive. Readers are further cautioned not to place undue reliance on forward-looking statements, as there can be no assurance that the plans, intentions or expectations upon which they are placed will occur. Such information, although considered reasonable by management at the time of preparation, may prove to be incorrect and actual results may differ materially from those anticipated.

Forward-looking statements contained in this news release are expressly qualified by this cautionary statement and reflect our expectations as of the date hereof, and thus are subject to change thereafter. Red Light Holland disclaims any intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by law.

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