



Molecule Submits Notice of New Cannabis Product for New House Brand, KLÖN Beverages and Participates in Lytham Partners 2020 End of Year One-on-One Conference

December 8, 2020, (Ottawa, Ontario) – Molecule Holdings Inc. (CSE: MLCL) (“**Molecule**” or the “**Company**”), a Canadian craft-focused cannabis beverage production company, is pleased to announce that it filed a Notice of New Cannabis Product (NNCP) submission to Health Canada for the first SKU of its in-house brand, KLÖN Beverages. Molecule is also pleased to announce that it will be participating in the Lytham Partners 2020 End of Year One-on-One Conference taking place December 8th and 9th.

NOTICE OF NEW CANNABIS PRODUCT SUBMISSION

Molecule filed an NNCP for its first house brand, KLÖN (pronounced ‘clone’). The first SKU to be launched under the new brand is “KLÖN Terpene Smash”. The anticipated launch of the Terpene Smash beverage is February 8th, 2020, pending a 60 day review period by Health Canada.

“KLÖN beverages is Molecule’s tip of the hat to the genesis of the cannabis beverage industry, mainly the plant itself. The tagline ‘Cannabis, (re)constructed’ alludes to the fact that products can be carefully crafted to provide consumers with new ways to experience beverages as well as constituent components of the plant: for instance, cannabinoids, flavonoids and terpenes,” said President and CEO, Phil Waddington.

LYTHAM PARTNERS 2020 END OF YEAR ONE-ON-ONE CONFERENCE

Molecule is scheduled to participate in the Lytham Partners 2020 end of year 1-on-1 conference on December 8th and December 9th, 2020. Management will be participating in virtual one-on-one meetings with institutional investors. To arrange a one to one meeting, please contact Ben Shamsian of Lytham Partners at shamsian@lythampartners.com or visit www.lythampartners.com/virtual.

“2020 has been a year of significant progress for Molecule, with 2021 looking very exciting. I am looking forward to sharing our updates and progress with investors,” said Mr. Waddington.



ON BEHALF OF THE BOARD

MOLECULE HOLDINGS INC.

Per: "*Philip Waddington*"

President, CEO and Director

For further information, please contact:

André Audet, Chairman and Co-Founder

Phone: 1 (888) 665-2853 x101

Email: andre@molecule.ca

www.molecule.ca

About Molecule Holdings Inc.

Molecule works with client-partners to engage in the production of cannabis-infused beverages and edibles. We provide the infrastructure, know-how, technology, and licensing for craft producers to create consumable cannabis products. Molecule's goal is to be the on-ramp for companies wishing to enter into the cannabis beverage and edibles market, but who choose not to go through the significant process of obtaining the required cannabis licences.

Neither the Canadian Securities Exchange nor its regulation services provider accepts responsibility for the adequacy or accuracy of this press release.

Forward-Looking Statements

Certain statements contained in this news release may constitute forward-looking information.

Forward-looking information is often, but not always, identified by the use of words such as "anticipate", "plan", "estimate", "expect", "may", "will", "intend", "should", and similar expressions. Forward-looking information involves known and unknown risks, uncertainties and other factors that may cause actual results or events to differ materially from those anticipated in such forward-looking information. The Company's actual results could differ materially from those anticipated in this forward-looking information as a result of regulatory decisions, competitive factors in the industries in which the Company operates, prevailing economic conditions, and other factors, many of which are beyond the control of the Company. In this news release, the Company is making forward-looking statements with respect to the launching of a house brand, including its anticipated launch date, as well as its participation in the Lytham Partners 2020 End of Year One-on-One Conference. The Company believes that the expectations reflected in the forward-looking



information are reasonable, but no assurance can be given that these expectations will prove to be correct and such forward-looking information should not be unduly relied upon. Any forward-looking information contained in this news release represents the Company's expectations as of the date hereof and is subject to change after such date. The Company disclaims any intention or obligation to update or revise any forward-looking information whether as a result of new information, future events or otherwise, except as required by applicable securities legislation.