



Molecule Engages North Equities Corp. for Digital Marketing and PR Services

February 25, 2021 (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 has engaged Toronto-based marketing firm North Equities Corp. (“**North Equities**” or “**NE**”), which specializes in various social media platforms, to facilitate greater investor engagement and widespread dissemination of the Company’s news.

In addition to press releases, the Company will be posting important information and updates through videos from the official [Company YouTube Channel](#).

Pursuant to the terms of the agreement between the Company and North Equities (the “Agreement”), the Company has issued North Equities 500,000 common shares at a price of \$0.14 per share as payment of \$70,000 invoiced to the Company. No further payments are due for the duration of the Agreement’s 6 month term. The common shares issued to North Equities are subject to a hold period expiring on June 24, 2021.

Jason Coles, CEO at North Equities, expressed his confidence in North Equities ability to create value for Molecule stakeholders: “We are very excited to be able to enhance Molecule exposure during this significant period in the Company’s life cycle. Through our marketing capabilities on social media platforms, we intend to widen the communication outreach while providing up to date information about the Company to a bigger audience.”

ON BEHALF OF THE BOARD

MOLECULE HOLDINGS INC.

Per: “*Philip Waddington*”

President, CEO and Director



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About North Equities:

The North Equities team has more than 100 team-years of equity experience and has helped more than 200 companies acquire more than 120k+ investors combined. With the perfect combination of expertise, tactics, and a track record in fundraising and marketing, North Equities has created the next evolution of investor engagement and marketing.

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 engagement of North Equities and the implications thereof. 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.