



## **Molecule Holdings Inc. Announces Sponsorship of Budtenders Association Event**

**Ottawa, ON October 19, 2021** – Molecule Holdings Inc. (CSE: MLCL) (“**Molecule**” or the “**Company**”), a Canadian craft-focused cannabis beverage production company, is pleased to announce their sponsorship of a private event hosted in Toronto this past weekend by The Budtenders Association (“**BTA**”).

The invitation-only event took place the evening of Friday, October 15<sup>th</sup>, and was attended by the most active association members. Molecule’s sponsorship provided attendees with the opportunity to both sample in-market, non-infused flavours of the Company’s products, while also promoting exciting, up-and-coming innovation in their pipeline.

The BTA was founded in 2020 by a collaborative team of industry professionals, passionate about Cannabis, who bring together a variety of experiences, decades of accumulated knowledge and expertise. With exposure to different functions, roles, operations and ultimately perspectives across the industry, both prior-to and throughout recreational legalization, BTA was founded as a response to an apparent need for a centralized resource for education, empowerment, and growth. Today, the BTA is a strong community with hundreds of members and thousands of supporters across Canada.

“It was exciting to be in person talking and sampling with this group of cannabis experts.” stated David Reingold, Molecule President and CEO. “We believe the BTA to be one of the most influential groups in the cannabis chain, as they act as the conduit between the industry and its consumers. The response to our products and the craft approach to this industry have been amazing. Molecule is a great Canadian Cannabis story. A craft approach to flavour, quality and function. This event marks the beginning of many marketing activations as we move Molecule products throughout Canada.”

**For further information, please contact:**  
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### **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 impact of the changes to the executive officers on the Company's business and interactions with third parties. 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.*