



Molecule Holdings Inc. Builds Out Team to Further Grow Retail Sales

Ottawa, ON November 16, 2021 – Molecule Holdings Inc. (CSE: MLCL) (“**Molecule**” or the “**Company**”), a Canadian craft-focused cannabis beverage production company, is pleased to announce the hiring of **Tiago Zampoli** as National Sales Director. In this role, Tiago will oversee sales efforts to provincial partners and manage Molecule’s retail penetration / marketing teams to support our retail partners. The Molecule assembled team includes a telemarketing component to initiate retail conversations, book in-person sales visits and manage the delivery of Molecule marketing assets. The in-store team drives sales to new stores, provides education to budtenders and executes on retail marketing activations.

Tiago joins Molecule with extensive Canadian cannabis expertise. In his previous role as a Key Account Manager with another Canadian cannabis beverage leader, he developed and managed essential relationships in the western provinces. Mr. Zampoli, originally from Brazil, practiced law before emigrating to Canada to earn a marketing degree from the British Columbia Institute of Technology.

Commented David Reingold, CEO of Molecule; “We are excited to have Tiago and his team now running at full speed. Our number one priority is to support our products in the market and provide education and retail support to our growing list of customers. The investment we have made to build this team is paramount to our success and will help to drive volume, increase store penetration and execute in-store marketing events.”

André Audet, Chairman and Co-Founder

Phone: 1 (888) 665-2853 x101

Email: andre@molecule.ca

www.molecule.ca

About Molecule Holdings Inc.

Molecule is a licensed producer dedicated to creating cannabis-infused beverages for the Canadian market. We produce leading, top-quality drinks to provide opportunity and choice to people seeking a convenient and social way to consume cannabis. Molecule is focused on growing both our portfolio, and the overall cannabis beverage market. We want to ensure people have the best opportunity to find exactly the product and experience they thirst for.

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.