



Molecule Holdings Inc. Announces Canajo, the First Coffee-Flavoured Cannabis Beverage

Ottawa, ON November 24, 2021 – Molecule Holdings Inc. (CSE: MLCL) (“Molecule” or the “Company”), is pleased to announce **Canajo**, a multi-SKU, coffee-inspired line of cannabis infused beverages.

Molecule, a Canadian craft-focused cannabis beverage production company, is pleased to announce its newest lineup of products under the brand name **Canajo**. This exciting new lineup will feature a family of coffee-inspired flavours with an assortment of THC and CBD levels designed for the widest variety of cannabis users. The **Canajo** brand line will appeal to experienced consumers seeking 10 mg of THC, to those who are wellness-focused and choose higher levels of CBD with lower THC. **Canajo** is expected to launch early in the new year.



Molecule is the first cannabis licensed beverage manufacturer in Canada to enter the coffee-flavoured beverage market with a dedicated line of products. The Coffee Association of Canada states that coffee is consumed by 71% of Canadians. Including infused cannabis is a great way to attract new consumers to one of the hottest beverage categories in the country.

David Reingold, CEO of Molecule commented, “We are very excited to be entering this important category, these products look to be the first of their kind to hit Canadian recreational cannabis stores. The lineup developed includes multiple SKU’s and a variety of formats. Some of the first flavours expected to launch are a Nitro-infused Oat Milk Latte with 2 mg of THC and 10 mg of CBD and an Espresso Spice 10 mg high THC drink. It is very exciting for Molecule to bring forward this important innovation. Our beverage team did an amazing job in creating such a great line-up of products. It’s a testament to their ability to deliver innovation against our plan to expand our reach in the category.”

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

This press release contains statements that constitute “forward-looking information” (“forward-looking information”) within the meaning of the applicable Canadian securities legislation. All statements, other than statements of historical fact, are forward-looking information and are based on expectations, estimates and projections as at the date of this news release. Any statement that discusses predictions, expectations, beliefs, plans, projections, objectives, assumptions, future events or performance (often but not always using phrases such as “expects”, or “does not expect”, “is expected”, “anticipates” or “does not anticipate”, “plans”, “budget”, “scheduled”, “forecasts”, “estimates”, “believes” or “intends” or variations of such words and phrases or stating that certain actions, events or results “may” or “could”, “would”, “might” or “will” be taken to occur or be achieved) are not statements of historical fact and may be forward-looking information. Forward-looking statements in this news release include statements regarding the lineup of products under the Canajo brand, the expected consumers of the Canajo products, the initial flavours to be launched under the Canajo brand, the sale of the Canajo products in cannabis stores, and the Company’s ability to produce cannabis-infused beverages for the Canadian beverage market to provide opportunities for people to consume cannabis. In disclosing the forward-looking information contained in this press release, the Company has made certain assumptions.

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. 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.