



Molecule Holdings Inc.’s Phresh Strawberry Kiwi Receives High Ranking on Ontario Cannabis Stores

Ottawa, ON December 1, 2021 – Molecule Holdings Inc. (CSE: MLCL) (OTC: EVRRF) (“**Molecule**” or the “**Company**”), a Canadian craft-focused cannabis beverage production company, is pleased to update investors on the company’s sales rankings on its Phresh branded products which are currently available in the Ontario market.

With a launch in July 2021, [Phresh’s Strawberry Kiwi](#) sugar-free beverage, infused with 10 mg of THC has been climbing the ranks amongst the top sellers in Ontario. In the 3 months ending November 30th, the beverage has experienced a store penetration rate of 36%, achieving a rank of ‘Top 4’ in the Ontario Cannabis Store (“OCS”) to dispensary unit sales. Phresh’s Strawberry Kiwi has also achieved a ‘Top 2’ status in 10mg Online Unit Sales through the OCS retail site.

Furthermore, according to Headset.io the company’s Phresh Strawberry Kiwi beverage has also been ranked “Top 3” as Ontario’s Best Selling Cannabis Beverages across all private retail outlets in the Province of Ontario¹.

CEO David Reingold stated, “We are very proud of the progress Phresh has made against Ontario’s fastest selling drinks in such a short period of time. Our store teams are focused on increasing store penetration and continuing driving momentum and performance in the market.”

The Phresh brand is the only single-SKU branded product in the top sellers category, whereby the majority of its competitors have had significantly more time in the market. Phresh is driving sales through nostalgic and classic flavour combinations at an affordable price point for both an ‘add on’ purchase and/or an entry point for people who are curious about the effects of cannabis beverages.

“The innovation we have planned to expand the Phresh footprint with new flavours and profiles is also very extensive, we expect additional Phresh launches into the market in early 2022.” David added.

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.

¹ <https://www.headset.io/the-best-selling-cannabis-products/ontario-beverage>



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 including statements regarding the Phresh brand, the new Phresh flavours and profiles anticipated to be launched in early 2022, 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.