

MOLECULE HOLDINGS INC.

Management's Discussion and Analysis

For the three and nine months ended July 31, 2022

Molecule Holdings Inc.

Management's Discussion & Analysis

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This Management's Discussion and Analysis ("MD&A") for Molecule Holdings Inc. (the "Company" or "Molecule Holdings") should be read in conjunction with the interim condensed consolidated financial statements for the Company for the three and nine months ended July 31, 2022 and the consolidated financial statements for the years ended October 31, 2021 and 2020 and the notes thereto.

The financial information in this MD&A is derived from the Company's unaudited interim condensed consolidated financial statements for the three and nine months ended July 31, 2022, which were prepared in accordance with International Accounting Standard 34, "Interim Financial Reporting" under International Financial Reporting Standards ("IFRS") and are reported in Canadian dollars unless otherwise stated. All financial analysis, data and information set out in this MD&A is unaudited. This MD&A contains disclosure of material changes related to the Company occurring up to and including September 28, 2022.

CAUTION REGARDING FORWARD-LOOKING STATEMENTS

Certain information contained in this document may contain "forward-looking statements". Forward-looking statements may include, among others, statements regarding the Company's future plans, costs, objectives, economic performance, or the assumptions underlying any of the foregoing. In this document, words such as "may", "would", "could", "will", "likely", "believe", "expect", "anticipate", "intend", "plan", "estimate" and similar words and the negative form thereof are used to identify forward-looking statements. Forward-looking statements should not be read as guarantees of future performance or results and will not necessarily be accurate indications of whether such future performance will be achieved. Forward-looking statements are based on information available at the time and/or management's good faith belief with respect to future events and are subject to known or unknown risks, uncertainties and other unpredictable factors, many of which are beyond the Company's control. These risks and uncertainties include, but are not limited to, those described under the headings "*Risk Management and Capital Management*" and "*Inherent Risk Factors*" in this MD&A and could cause actual events or results to differ materially from those projected in any forward-looking statements. The Company does not intend, nor does it undertake any obligation, to update or revise any forward-looking statements contained in this MD&A to reflect subsequent information, events or circumstances or otherwise, except if required by applicable law.

Please also refer to the Company's filing statement dated September 14, 2020 (the "Filing Statement"), which may be viewed under the Company's SEDAR profile at www.sedar.com, for additional risks that could affect future results and could cause results to differ materially from those expressed in the forward-looking statements contained herein. In addition to the factors set out above and those identified in this MD&A under "*Inherent Risk Factors*", other factors not currently viewed as material could cause actual results to differ materially from those described in the forward-looking statements. Although the Company has attempted to identify important risks and factors that could cause actual actions, events or results to differ materially from those described in forward-looking statements, there may be other factors and risks that cause actions, events or results not to be anticipated, estimated or intended. Accordingly, readers should not place any undue reliance on forward-looking statements.

COVID-19

On January 30, 2020, the World Health Organization ("WHO") declared the ongoing novel coronavirus "COVID-19" outbreak a global health emergency and on March 11, 2020, the WHO expanded its classification of the outbreak to a worldwide pandemic. Federal, state, provincial and municipal governments across North America enacted measures to combat the spread of COVID-19. These measures, which have included travel restrictions, border closures, non-essential business closures, quarantines, self-isolations, and social distancing, have, among other things, resulted in widespread business, employment and economic disruptions. The global pandemic continues to evolve and the ultimate impact of the COVID-19 outbreak is highly uncertain.

The continued global spread of COVID-19 could have an adverse impact on the business, operations and financial results of the Company, including with respect to issues related to labour, processing and supply

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chain. Since commencing production of cannabis-infused beverages ("CIBs") in the second quarter of fiscal 2021, the Company has implemented precautionary measures, which would not have otherwise been implemented prior to the COVID-19 outbreak, at its production facility (the "Facility") located in Lansdowne, Ontario to ensure the safety of its personnel, suppliers and consumers, which may adversely impact the Company's labour productivity and its supply chains. For example, mandatory or voluntary self-quarantine policies may limit staffing at the Facility. In addition, the COVID-19 pandemic may adversely affect the Company's ability to successfully market and sell its products, as sales volumes of CIBs may be adversely impacted by consumer "social distancing" behaviours. Continued spread of COVID-19 globally could also lead to a deterioration of general economic conditions including a possible national or global recession. Due to the unpredictability and scale of the effects of COVID-19, as at the date hereof the Company is unable to accurately estimate the impact or level of materiality of COVID-19 on its business, operations or financial results. The Company will continue to monitor the situation in order to assess any possible adverse impact on its business, supply chain and customers on an ongoing basis and to determine which measures, if any, will be taken to mitigate such adverse impact.

BUSINESS OVERVIEW

Molecule Holdings Inc. was incorporated as "Everton Resources Inc." under the *Business Corporations Act* (Alberta) on November 7, 1996. On May 19, 2004, the Company continued into the *Business Corporations Act* (Canada) and changed its name to "Molecule Holdings Inc." on September 15, 2020.

On September 16, 2020, the Company completed a reverse takeover transaction pursuant to a statutory plan of arrangement (the "Transaction") whereby the Company acquired all of the issued and outstanding common shares (the "OpCo Shares") of Molecule Inc. ("OpCo"), which became a wholly-owned subsidiary of the Company. Concurrent with the closing of the Transaction, the Company effected a consolidation of its common shares on the basis of one (1) new class "A" common share (each post-consolidation common share, a "Common Share") for every ten (10) pre-consolidation common shares, changed its name to "Molecule Holdings Inc." and assumed the business operations of OpCo, being the production and co-packing of CIBs. The Transaction is described in Note 1 in the interim condensed consolidated financial statements.

On February 28, 2020, OpCo was issued a Standard Processing Licence by Health Canada (the "Processing Licence") under the Cannabis Act and Cannabis Regulations. The Processing Licence authorizes OpCo to: (i) possess cannabis; (ii) produce cannabis, other than obtaining it by cultivating, propagating or harvesting it; and (iii) sell cannabis in accordance with subsection 17(5) of the Cannabis Regulations and the conditions of the Processing Licence.

On April 26, 2022, OpCo was issued a sales amendment to its Processing Licence (the "Sales Amendment") under the Cannabis Act and Cannabis Regulations. The Sales Amendment authorizes the Company, through OpCo, to directly sell cannabis extracts, beverages, edibles, and topical products to provincial retailers of cannabis products ("Provincial Retailers").

The address of the Company's corporate office is 591 Reynolds Road, Lansdowne, Ontario K0E 1L0. The Common Shares are listed for trading on the Canadian Securities Exchange (the "CSE") under the symbol "MLCL".

The Transaction

The Transaction was completed pursuant to the terms of an arrangement agreement dated November 27, 2019, as amended (the "Arrangement Agreement"). As a result of the Transaction, the former shareholders of OpCo acquired control of the Company. OpCo is deemed as the acquirer for accounting purposes, and therefore its assets, liabilities and operations are included in the consolidated financial statements at their fair value on September 16, 2020.

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Pursuant to the terms of the Arrangement Agreement, an aggregate 74,700,100 Common Shares were issued to the former shareholders of OpCo. An additional 1,215,500 Common Shares (the "Debt Shares") were issued to a director of the Company as contemplated in the Arrangement Agreement, as settlement of debt. With the completion of the Transaction and the issuance of the Debt Shares, the Company had 85,229,047 Common Shares issued and outstanding on the date of listing of the Common Shares on the CSE, on an undiluted basis.

In addition, pursuant to the terms of the Arrangement Agreement, the Company created and issued 9,313,447 preferred shares (the "Preferred Shares"). The purpose of the Preferred Shares is to provide the shareholders of the Company other than original OpCo shareholders with a right to receive, on a pro rata basis, an economic benefit, subject to an aggregate maximum of up to \$500,000, in the event that any of the Company's remaining mining royalties are triggered and generate revenue within a maximum period of five (5) years from the date of the issuance of the Preferred Shares. The Preferred Shares provide that, if triggered, the Preferred Shares will be redeemable, on a pro rata basis, for cash up to an aggregate maximum of \$500,000. The Preferred Shares do not otherwise have any rights or recourses.

Going Concern

The unaudited interim condensed consolidated financial statements have been prepared on a basis that assumes that the Company will be able to realize its assets and discharge its liabilities in the normal course of operations for the foreseeable future. The unaudited interim condensed consolidated financial statements do not reflect any adjustments that may be necessary should the Company be unable to continue as a going concern.

As at July 31, 2022, the Company had been generating revenue for just over one year, has no positive income or cash inflow from operations, has incurred losses since its inception and as at July 31, 2022, has a working capital deficiency. Continued operation of the Company is dependent on achieving profitable commercial operations, in the future, which requires continued financial support through equity and/or debt financings until profitable commercial operations are achieved. Management is evaluating alternatives to secure additional financing so that the Company can continue to operate as a going concern. Nevertheless, there is no assurance that these initiatives will be successful or sufficient. These conditions indicate the existence of material uncertainties that cast significant doubt about the Company's ability to continue as a going concern. If the going concern basis is not appropriate, material adjustments may be necessary to the carrying amounts and/or classification of assets and liabilities.

CORPORATE DEVELOPMENT HIGHLIGHTS

FINANCINGS

FISCAL 2021

Convertible Debenture issued March 18, 2021

On March 18, 2021, the Company completed a non-brokered private placement offering (the "March 2021 Offering") of 1,000 senior secured convertible debenture units for gross proceeds of \$1,000,000. Each unit is comprised of \$1,000 in principal amount of senior secured convertible debenture and one share purchase warrant for each \$0.30 of principal amount, with each warrant entitling the holder thereof to acquire one Common Share at an exercise price of \$0.23 per Common Share (subject to adjustment) for a period of thirty-six months from the date of closing of the March 2021 Offering, expiring on March 18, 2024.

The debentures bear interest at a simple rate of 8.00% per annum, payable quarterly in cash beginning on June 30, 2021, and maturing eighteen months from the date of issuance, being September 18, 2022. The holders of the debenture were entitled to convert the principal amount of the debentures at any time prior to the maturity date into Common Shares at a conversion price of \$0.15, subject to adjustment. The maturity

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date for the debentures elapsed subsequent to period end and the Company will be deemed to be in default on October 4, 2022. See "*Subsequent Events*" for additional information.

The obligations under the debentures are secured by the assets of the Company and OpCo. OpCo acted as guarantor for the obligations under the debentures, including providing a pledge its common shares.

The debentures and the warrants provide for both change of control as well as anti-dilution adjustments. The anti-dilution adjustments restrict certain corporate actions of the Company as well as future equity issuances below the conversion price of the debentures or exercise price of the warrants issued under the March 2021 Offering.

In connection with the March 2021 Offering, the Company paid cash commissions of \$57,500 and issues 533,333 compensation warrants exercisable at \$0.15 for 36 months.

On July 30, 2021, as a result of the anti-dilution provisions of the March 2021 Offering and the completion of the July 2021 Offering on more favourable terms to investors (as defined and described below), the following modifications to the March 2021 Offering resulted:

- The warrant exercise price of the March 2021 Offering was reduced from \$0.23 to \$0.15 per Common Share;
- The number of warrants issued to the participants of the March 2021 Offering were increased to 6,000 per \$1,000 in principal amount (or 6,000,000 warrants in aggregate) from an aggregate of 3,333,333 warrants originally issued on March 18, 2021; and
- The conversion price of the debentures issued pursuant to the March 2021 Offering was reduced from \$0.15 to \$0.10.

All other terms of the March 2021 Offering remain unmodified by the July 2021 Offering or August 2021 Offering (each as defined below).

On May 30, 2022, the Company repaid \$250,000 of the outstanding principal amount of the debentures from the March 2021 Offering. The debentures had a face value of \$250,000 and were repaid using aggregate gross proceeds of \$275,000, whereby \$25,000 was included as a transaction cost associated with the May 2022 Offering (as defined below).

Convertible Debenture issued July 30, 2021

On July 30, 2021, the Company completed the first tranche of a non-brokered private placement offering (the "July 2021 Offering") of 1,414 unsecured convertible debenture units for gross proceeds of \$1,414,000. Each unit is comprised of \$1,000 in principal amount of unsecured convertible debenture and six thousand share purchase warrants for each \$1,000 of principal amount, each warrant entitling the holder thereof to acquire one Common Share at an exercise price of \$0.15 per Common Share (subject to adjustment) for a period of thirty-six months from the date of closing of the July 2021 Offering, expiring on July 30, 2024.

The debentures bear interest at a simple rate of 8.00% per annum, payable semi-annually in cash beginning on January 30, 2022, and maturing twenty-four months from the date of issuance, being July 30, 2023. The holders of the debenture are entitled to convert the principal amount of the debentures at any time prior to the maturity date into Common Shares at a conversion price of \$0.10, subject to adjustment. As four months and one day have elapsed since the closing of the July 2021 Offering, the Company has a right to prepay or redeem the principal amount in cash, in whole or in part, at par plus accrued and unpaid interest at any time by providing a minimum of 30 days' and a maximum of 60 days' notice.

The debentures and the warrants provide for both change of control as well as anti-dilution adjustments. The anti-dilution adjustments restrict certain corporate actions of the Company as well as future equity issuances

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below the conversion price of the debentures or exercise price of the warrants issued under the July 2021 Offering.

As a result of the anti-dilution provisions associated with the debenture, the entire convertible debenture and warrants are accounted for as derivative financial liabilities at fair value through profit or loss ("FVTPL"), as the financial liabilities cannot be settled for a fixed number of the Company's own equity instruments.

In connection with the July 2021 Offering, the Company paid cash commissions of \$96,720 and 951,200 compensation warrants exercisable at \$0.15 per Common Share for thirty-six months.

Convertible Debentures Issued August 13, 2021

On August 13, 2021, the Company completed the second tranche of a non-brokered private placement offering (the "August 2021 Offering") of 1,020 unsecured convertible debenture units for gross proceeds of \$1,020,000. Each unit is comprised of \$1,000 in principal amount of unsecured convertible debenture and six thousand share purchase warrants for each \$1,000 of principal amount, each warrant entitling the holder thereof to acquire one Common Share at an exercise price of \$0.15 per Common Share (subject to adjustment) for a period of thirty-six months from the date of closing of the August 2021 Offering, expiring on August 13, 2024.

The debentures bear interest at a simple rate of 8.00% per annum, payable semi-annually in cash beginning on January 30, 2022, and maturing twenty-four months from the date of issuance, being August 13, 2023. The holders of the debenture are entitled to convert the principal amount of the debentures at any time prior to the maturity date into Common Shares at a conversion price of \$0.10, subject to adjustment. As four months and one day have elapsed since the closing date of the August 2021 Offering, the Company has a right to prepay or redeem the principal amount in cash, in whole or in part, at par plus accrued and unpaid interest at any time by providing a minimum of 30 days' and a maximum of 60 days' notice.

The debentures and the warrants provide for both change of control as well as anti-dilution adjustments. The anti-dilution adjustments restrict certain corporate actions of the Company as well as future equity issuances below the conversion price of the debentures or exercise price of the warrants issued under the August 2021 Offering.

As a result of the anti-dilution provisions associated with the debenture, the entire convertible debenture and warrants are accounted for as derivative financial liabilities at FVTPL, as the financial liabilities cannot be settled for a fixed number of the Company's own equity instruments.

In connection with the August 2021 Offering, the Company paid cash commissions of \$35,600 and issued 336,000 compensation warrants exercisable at \$0.15 for 36 months.

FISCAL 2022

Promissory Note Payable issued April 28, 2022

On April 28, 2022, the Company issued an unsecured promissory note (the "Note") to an arms-length lender, pursuant to which the Company agreed to borrow and re-pay a loan in the principal amount of \$250,000 (the "Loan").

The Note payable bears interest at a simple rate of 10.00% per annum and is payable semi-annually in cash beginning on October 28, 2022. The unpaid principal amount of the Loan, together with all accrued and unpaid interest, is due and payable, in cash, upon demand by the lender. The Company can repay the principal in whole or in part at any time without notice, penalty or bonus. The Loan is not secured against any assets of the Company or convertible into securities of the Company.

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Convertible Debenture issued May 30, 2022

On May 30, 2022, the Company completed a non-brokered private placement offering (the "May 2022 Offering") of 600 senior secured convertible debenture units to one subscriber for aggregate gross proceeds of \$600,000. Each unit is comprised of \$1,000 principal amount of senior secured convertible debentures and six thousand share purchase warrants for each \$1,000 of principal amount, with each warrant entitling the holder thereof to acquire one Common Share at an exercise price of \$0.15 per Common Share (subject to adjustment) for a period of thirty-six months from the date of closing of the May 2022 Offering, expiring on May 30, 2025.

The debentures bear interest at a simple rate of 8.00% per annum, payable quarterly in cash beginning on June 30, 2022, and maturing on September 18, 2024. The holder of the debenture is entitled to convert the principal amount of the debenture at any time prior to the maturity date into Common Shares at a conversion price of \$0.10, subject to adjustment. Commencing four months and a day from the date of issuance, the Company shall have the right to prepay or redeem the principal amount in cash, in whole or in part, at par plus accrued and unpaid interest at any time by providing a minimum of 30 days' and a maximum of 60 days' notice.

The obligations under the convertible debentures are secured against the assets of the Company and OpCo, which acted as guarantor and rank *pari passu* with the holders of debentures from the March 2021 Offering.

The debentures and the warrants provide for both change of control as well as anti-dilution adjustments. The anti-dilution adjustments restrict certain corporate actions of the Company as well as future equity issuances below the conversion price of the debentures issued under the May 2022 Offering, subject to various exceptions, including: (i) the grant of exercise/settlement of any awards under the Company's existing equity compensation plans; and (ii) the issuance of securities in connection with the settlement of any bona fide debts of the Company.

As a result of the anti-dilution provisions associated with the debenture, the entire convertible debenture and warrants are accounted for as derivative financial liabilities at FVTPL, as the financial liabilities cannot be settled for a fixed number of the Company's own equity instruments.

A portion of the net proceeds of the May 2022 Offering were used to repay \$250,000 of the principal amount under existing secured convertible debentures issued pursuant to the March 2021 Offering, with the balance expected to be used for working capital and general corporate purposes.

The Company incurred total transaction costs in the amount of \$144,916.

Proposed Brokered Private Placements

On June 15, 2022, the Company entered into an engagement letter with Canaccord Genuity Corp. ("Canaccord") to complete a brokered private placement (the "Proposed Offering") of debenture units of the Company a price of \$1,000 per debenture unit for gross proceeds of up to \$3,000,000 on a "commercially reasonable efforts" agency basis. Each unit will be comprised of \$1,000 principal amount of 8.00% unsecured convertible debentures maturing 36 months from the closing date and 6,000 common share purchase warrants of the Company, with each warrant entitling the holder thereof to acquire one Common Share at an exercise price of \$0.15 per Common Share for a period of 36 months from the date of closing, subject to an accelerated expiry date at the option of the Company in the event that the 10-day volume weight average price of the Common Shares, as traded on the facilities of the CSE is greater than \$0.30 prior to expiry of the warrants. On June 30, 2022, the engagement letter expired without renewal.

Subsequent to July 31, 2022, and concurrent with the Acquisition (as defined below), the Company is proposing to complete a non-brokered private placement of units of the Company at a price of \$0.05 per unit

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for gross proceeds of \$3,750,000 to be led by Canna-Day Development Inc. ("Canna-Day"). Refer to "Subsequent Events".

LETTER OF INTENT FOR ACQUISITION OF CANNA-DAY

Subsequent to July 31, 2022, the Company entered into a non-binding letter of intent for the Acquisition (as defined below) of all of the issued and outstanding shares of Canna-Day from the shareholders of Canna-Day for an aggregate purchase price of \$750,000, which shall be satisfied by the Company issuing an aggregate of 15,000,000 Common Shares at a deemed price of \$0.05 per Common Share. Refer to "Subsequent Events".

RECEIPT OF STANDARD PROCESSING LICENCE

On February 28, 2020, Molecule was issued the Processing Licence. Refer to "Business Overview" for additional information.

RECEIPT OF SALES AMENDMENT

On April 26, 2022, the Company announced that it received the Sales Amendment, allowing the Company to now sell cannabis extracts, beverages, edibles and topical products directly to Provincial Retailers. Refer to "Business Overview" for additional information.

The addition of the Sales Amendment opens the door to a number of potentially significant advantages and opportunities for the business including: a direct savings on commissions currently being paid for by the use of an outside sales amendment arrangement; the ability to deal directly and build relationships with provinces and territories; and, the ability to develop a new and lucrative revenue stream by representing other LP's or brands looking for representation from a licensed entity.

LEASE OF LAND & BUILDING IN THE THOUSAND ISLANDS' REGION OF EASTERN ONTARIO

Effective April 1, 2019, OpCo entered into a lease with Thousand Island Farms Inc., a company owned by Andre Audet, a director of the Company, for a parcel of land and a building located in the Thousand Islands' region of Eastern Ontario. The lease has an initial five-year term which expires, unless extended, in April 2024. For and during the first and second year of the lease, the base rent is \$60,000, payable in equal monthly instalments of \$5,000. For and during the third and fourth year of the lease, the base rent is \$63,000, payable in equal monthly instalments of \$5,250. For and during the fifth year of the lease, the base rent is \$66,150, payable in equal monthly instalments of \$5,513. Provided that the Company is not in default in the performance of any term of the lease, it has the irrevocable option to purchase, during the lease term, the premises and land based on a formula agreed to in the lease agreement. The purchase price payable would have been \$875,000 if exercised in the first year of the lease and increases each year of the lease based on the annual Consumer Price Index percentage.

STOCK OPTION GRANTS AND EXPIRATIONS

On January 7, 2021, 500,000 stock options of the Company ("Options") were granted to a consultant of the Company at an exercise price of \$0.20 per Common Share, with 34% vesting on the grant date, and 34% and 33% vesting three and nine months following the grant date respectively, which expire one year following the grant date.

On February 8, 2021, 2,600,000 Options were granted to certain directors, officers, employees and consultants of the Company at an exercise price of \$0.15 per Common Share. All Options vested four months and one day following the grant date and expire on February 8, 2026.

On April 14, 2021, 80,000 Options with an exercise price of \$0.50 per Common Share expired.

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On August 15, 2021, 230,000 Options with an exercise price of \$1.30 per Common Share expired.

On September 15, 2021, 750,000 Options with an exercise price of \$0.20 per Common Share expired.

On November 8, 2021, the Company granted 575,000 Options with an exercise price of \$0.15 per Common Share to two consultants. Refer to "Advisory Agreement" below for additional information.

On January 7, 2022, 500,000 Options with an exercise price of \$0.20 per Common Share expired.

On June 2, 2022, the Company granted 150,000 Options to a consultant of the Company at an exercise price of \$0.15 per Common Share. The Options all vest on October 3, 2022 and expire on June 2, 2024.

ADVISORY AGREEMENT

On November 8, 2021, the Company announced that it had engaged Cascade Ventures Ltd. ("Cascade") and Just Capital Consulting Inc. ("JCC") to provide capital markets, public relations, marketing, communication and media services, whereby JCC and Cascade will receive an aggregate total cash fee of \$155,710 plus applicable taxes and whereby the Company granted 575,000 Options with an exercise price of \$0.15 per share. The Options all vest on March 8, 2022 and expire on November 8, 2023.

On November 8, 2021, the Company issued 1,692,000 Common Shares in settlement of \$169,200 of consulting fees, including fees owed to JCC and Cascade.

SHARES ISSUED IN ACCORDANCE WITH EMPLOYMENT AGREEMENT

On December 1, 2019, OpCo issued 1,000,000 Common Shares, at a deemed value of \$0.10 per Common Share, to OpCo's Chief Regulatory Officer, in accordance with his terms of employment.

ADOPTION OF RESTRICTED SHARE UNIT PLAN AND GRANTING OF RESTRICTED SHARE UNITS

On June 1, 2020, the Company adopted a Restricted Share Unit ("RSU") plan (the "RSU Plan"), pursuant to which the Company may issue RSUs to various participants. The purpose of the RSU Plan is to provide the Company with a share-related mechanism to attract, retain and motivate qualified directors, officers, employees and consultants and to reward them for their contributions toward creating shareholder value through the achievement of the short and long-term goals of the Company.

Upon vesting, the RSU holder shall be entitled to receive payment from the Company in settlement of such vested RSUs, in a number of Common Shares, issued from treasury, equal to the number of RSUs being settled.

On June 1, 2020, 1,706,667 RSUs were granted to officers, employees and certain consultants of the Company, of which 1,540,000 vest quarterly over a twelve-month period and 166,667 vested on September 18, 2020.

On September 9, 2020, 750,000 RSUs were granted to certain consultants of the Company, which vest quarterly over a twelve-month period.

On January 29, 2021, 4,522,763 RSUs were granted to officers, employees and certain consultants of the Company, with 1,422,138 vesting on the grant date and the remainder vesting quarterly over two quarters from the grant date. As of the date of this MD&A, all RSUs have vested and each prior holder thereof received a settlement payment for such vested RSUs in Common Shares.

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Subsequent to July 31, 2022, the Company awarded 3,000,000 RSUs to a director and officer of the Company and contemplated a future award of 2,000,000 RSUs, subject to certain requirements. Refer to "*Subsequent Events*".

SIGNING OF CANNABIS SUPPLY AGREEMENT

On November 26, 2020, the Company announced the signing of a cannabis supply agreement with Abcann Medicinals Inc., a wholly owned subsidiary of Vivo Cannabis Inc., enabling Molecule to use Vertosa emulsions in its cannabis beverages. Abcann has territory rights to Vertosa emulsion technology and generates the products on site. Vertosa's customized water-compatible solutions are reported to accelerate onset time, increase bioavailability, and improve the taste profile of cannabis-infused products.

COMPLETION OF PRODUCTION-SCALE TEST RUNS OF CIBs

On December 23, 2020, the Company announced that it had successfully completed a production-scale test run of CIBs at the Facility. The run represented the successful transition from bench-top to full-scale production testing. Production runs begin with water and proceed through filtration, flavoring, cannabis infusion, chilling, gas management, pasteurization and canning. Samples were taken during the course of the production and returned favorable results from testing that was performed in the Company's on-site laboratory.

On January 20, 2021, the Company announced that it had successfully completed another production-scale test run, aimed at refining and finalizing its processes and controls, thereby readying the Company for its sales amendment application and inventory accumulation.

WARRANT MODIFICATIONS AND EXPIRATION

On January 20, 2021, the Company extended the expiry date of an aggregate of 1,103,250 previously issued warrants for one additional year. 499,750 of the warrants (4,997,500 pre-consolidation) (the "February 6 Warrants") were originally issued on February 6, 2017, had a previous expiry date of February 6, 2021 and were extended in 2021 for one additional year, to February 6, 2022. 603,500 of the warrants (6,035,000 pre-consolidation) (the "February 21 Warrants") were originally issued on February 21, 2017, had a previous expiry date of February 21, 2021 and were extended in 2021 for one additional year, to February 21, 2022. Each of the 1,103,250 warrants entitle the holder to purchase a Common Share of the Company at an exercise price of \$0.70. The February 6 Warrants and February 21 Warrants have now expired.

On July 30, 2021, as a result of the July 2021 Offering, the number of warrants issued in the March 2021 Offering increased from 3,333,333 to 6,000,000 and the exercise price was reduced from \$0.23 to \$0.15.

On February 6, 2022, and on February 21, 2022, 499,750 and 603,500 warrants respectively with an exercise price of \$0.70 per Common Share expired.

SALES PARTNERSHIP WITH VORTEX CANNABIS INC.

On January 26, 2021, the Company announced that it had signed a binding term sheet with Vortex Cannabis Inc. ("Vortex"), setting out the terms of a service agreement (the "Service Agreement") pursuant to which Vortex sold products produced by the Company to Provincial Retailers. The Service Agreement allowed the Company to begin selling its line of CIBs throughout Canada, starting initially with Ontario and Quebec. Under the terms of the Service Agreement, the Company pays a percentage of revenues to Vortex for its services. The initial term of the Service Agreement was six months. The term was subsequently extended for an additional six months and then indefinitely, while allowing the Company to end the Service Agreement with sixty days' notice.

Since February 2020, Molecule has held the Processing Licence issued by Health Canada, which has allowed the Company to produce CIBs and sell them to other Licensed Producers ("LPs"). The Processing Licence

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requires an amendment to allow the holder thereof to sell cannabis products directly to Provincial Retailers, known as a "sales amendment". Rather than waiting until the Sales Amendment was issued to the Company, the Service Agreement allowed the Company to bring CIBs to market through Vortex, while completing its own sales amendment application.

On April 26, 2022, the Company announced that OpCo received the Sales Amendment, allowing the Company to now sell cannabis extracts, beverages, edibles and topical products directly to Provincial Retailers.

SIGNING OF MASTER SUPPLY AGREEMENT WITH THE ONTARIO CANNABIS STORE

On February 3, 2021, the Company announced that Vortex had agreed to an agreement with the OCS to supply 11 products of the Company to the OCS.

On March 9, 2021, the Company announced that it had received a full shipment of 355 ml. sleek aluminum cans. This shipment allowed Molecule to scale production, enabling the Company to fulfill its opening list of orders expected from the OCS.

On March 11, 2021, the Company announced that it has received its first pipeline fill orders for five of its brands from the OCS, and committed to shipping to the OCS Distribution Centre shortly after March 2021. The OCS anticipates further follow-up PO's, "one and two weeks after launch". This initial shipment was completed on April 30, 2021.

On February 9, 2022, the Company announced its PHRESH brand achieved the number 2 ranking in unit sales in OCS retail stores in January 2022 and attained the number 1 ranking in 10mg sales for online sales through the OCS portal.

On February 15, 2022, the Company announced the OCS selected 7 new flavours of Company beverages to include in its upcoming spring launch, including: CANAJO Regular, CANAJO Espresso Spice, EMBODY Blood Orange + Rosemary Sparkling Red Tea, EMBODY Mint + Honey Sparkling Green Tea, PHRESH Summer Punch, PHRESH STRAINS Pineapple Express, and PROPER Blueberry Pomegranate.

On April 5, 2022, the Company announced the launch of seven new Company SKUs to Ontario cannabis retailers, including EMBODY Blood Orange + Rosemary Sparkling Red Tea, EMBODY Mint + Honey Sparkling Green Tea, PHRESH Summer Punch, PHRESH Pineapple Express, CANAJO Regular, CANAJO Espresso Spice and PROPER Blueberry Pomegranate.

BEVERAGE PRODUCTION AGREEMENT WITH PROPER CANNABIS

On February 11, 2021, the Company announced the entering into a definitive beverage production agreement with Proper Cannabis and received its initial deposit for production and distribution of cannabis beverages. This agreement was subsequently terminated effective as of September 4, 2022. Refer to "Subsequent Events".

SALES REPRESENTATION AGREEMENT WITH HUMBLE

On April 7, 2022, the Company entered into a sales representation agreement with Humble+Cannabis Solutions Inc. ("Humble"), a premier cannabis sales expert, pursuant to which Humble agreed to act as the Company's exclusive third-party sales representative for Company products in all provinces and territories of Canada, except for Quebec. This agreement was subsequently terminated effective as of August 1, 2022. Refer to "Subsequent Events".

BRAND, SKU AND GEOGRAPHIC EXPANSION

On April 28, 2021, the Company announced its line of *Molecule Crafted*TM cannabis beverage portfolio for launch in May 2021.

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On May 6, 2021, the Company announced that its third (3rd) wholly-owned line of cannabis beverages, *Phresh Cannabis Beverages* ("PHRESH"), will be available in June 2021.

On May 19, 2021, the Company announced that its first five (5) beverages are now available for purchase online through the OCS online ecommerce portal.

On June 3, 2021, the Company announced that its newest brand PHRESH was picked up by the OCS for both online and retail distribution, being the sixth (6th) Company brand accepted and sold by OCS.

On November 10, 2021, the Company announced that it is entering into the final stages of Health Canada's review regarding "adding the activity of sale" to its Processing Licence pursuant to the application submitted by the Company to Health Canada on August 29, 2021

On November 24, 2021, the Company announced its newest lineup of products under the brand name CANAJO. The CANAJO brand is expected to feature a family of coffee-inspired flavours with an assortment of THC and CBD levels designed for a wide variety of cannabis users.

On December 1, 2021, the Company announced positive results regarding its PHRESH Strawberry Kiwi SKU sugar-free beverage. In the three months ending November 30, 2021, the beverage experienced a store penetration rate of 36%, achieving a rank of 'Top 4' in the OCS to dispensary unit sales and a 'Top 2' status in 10mg Online Unit Sales through the OCS retail site.

On December 6, 2021, the Company announced it received a multi-SKU purchase order from the province of British Columbia. The launch includes the Company's newly announced CANAJO Espresso Spice 10mg THC drink. The order was completed and shipped to British Columbia in December.

On December 15, 2021, the Company announced it received a new purchase order from the Northwest Territories. The purchase order contained seven Molecule-developed product SKU's and was completed and prepared to be shipped to the Northwest Territories in early January.

On January 12, 2022, the Company announced its newest brand EMBODY. The EMBODY brand will focus on trend setting functional ingredients, unique flavour profiles and high CBD inputs. EMBODY is set to launch this spring as a multi-SKU offering.

On January 14, 2022, the Company announced it received a 4-SKU purchase order from the territory of Nunavut. The Company also received a replacement purchase order for all of the SKUs recently listed in British Columbia. Since December 2021, this marked the third new point of distribution, and the Company has added 14 new in-market SKUs, 2 new brands and 2 new flavours in existing brands.

On February 9, 2022, the Company completed a corporate rebranding, together with its four cornerstone brands: PHRESH, KLÖN, CANAJO, and EMBODY.



On February 17, 2022, the Company announced that the British Columbia Liquor Distribution Branch placed its third order for CANAJO Espresso Spice. Data collected from the first full month of sales since CANAJO launched in British Columbia retailers in mid-January indicated nearly 7,000 units were sold.

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On February 17, 2022, the Company also announced that its sales team is now offering in-store activations across British Columbia and Ontario. These "pop-ups", held at cannabis retailers that carry Company brands, educate consumers on cannabis beverages and highlight product attributes.

On March 11, 2022, the Company announced the launch of a newly revamped corporate website.

On May 5, 2022, the Company announced that British Columbia added two additional Company SKUs to their product offering, consisting of PHRESH Strawberry Kiwi and PHRESH Summer Punch. Shipment of the products were successfully completed during the three month period ended July 31, 2022.

On July 6, 2022, the Company announced that British Columbia added two additional Company SKUs to their product offering, consisting of EMBODY brand Blood Orange + Rosemary Sparkling Red Tea and EMBODY Mint + Honey Sparkling Green Tea. Shipment of the products were successfully completed during the three month period ended July 31, 2022.

DEBT SETTLEMENTS AND SHARES FOR SERVICES

On September 16, 2020, the Company issued 1,340,500 Common Shares in settlement of \$263,100 in debt. On October 14, 2020, the Company issued 267,526 Common Shares in settlement of \$40,128 in debt. In total, the Company issued 1,608,026 Common Shares in settlement of \$303,228 in debt during the year ended October 31, 2020, including to a director that received a total of 1,215,500 Common Shares in settlement of \$243,100 in debt.

On January 15, 2021, as amended on February 17, 2022, the Company signed an agreement with an online marketing company (the "Marketing Agreement"), pursuant to which the Company agreed to pay a total of \$75,000 plus HST for services, payable in 5 instalments over a twelve-month period. The first instalment was due on signing, with subsequent instalments payable quarterly over the twelve-month period. All amounts are payable in Common Shares, based on the closing price on each instalment date, provided that the issuance of the Common Shares shall not occur at a price less than \$0.10 per Common Share. On January 26, 2021, the Company issued 135,600 Common Shares in settlement of the first installment of \$16,950 (\$15,000 plus HST). On September 7, 2021, the Company issued 342,423 Common Shares in settlement of the second and third instalments totaling \$33,900 (\$30,000 plus HST). On February 18, 2022, the Company issued 335,577 Common Shares in settlement of the remaining fourth and fifth instalments totaling \$33,900 (\$30,000 plus HST).

On January 29, 2021, the Company issued 1,925,300 Common Shares in settlement of \$288,795 in debt, including to directors of the Company that received a total of 933,333 Common Shares in settlement of \$140,000 in consulting fees.

On February 21, 2021, the Company signed an agreement with Toronto-based marketing firm North Equities Corp., which specializes in various social media platforms, to facilitate greater investor engagement and widespread dissemination of the Company's news. On February 23, 2021, pursuant to the agreement, the Company issued 500,000 Common Shares at a price of \$0.14 per Common Share, in settlement of the entire contract value.

On June 22, 2022, the Company issued 375,000 Common Shares at a deemed price of \$0.10 per Common Share to a consultant in settlement of \$37,500 of debt for past services.

SALE OF MARKETABLE SECURITIES

During the year ended October 31, 2021, the Company sold 999,600 common shares ("Precipitate Shares") in the capital of Precipitate Gold Corp. ("Precipitate") for aggregate gross proceeds of \$166,751.

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ANNUAL GENERAL MEETING

On April 27, 2022, the Company held its annual general meeting of shareholders. Shareholders of the Company approved all matters voted on at the meeting, including:

- the re-election of six directors of the Company; and
- the re-appointment of McGovern Hurley LLP as auditors of the Company.

SELECTED FINANCIAL INFORMATION

The following selected financial information is derived from the Company's unaudited interim condensed consolidated financial statements for the three and nine months ended July 31, 2022, which were prepared in accordance with IFRS:

	Three months ended		Nine months ended	
	July 31,		July 31,	
	2022	2021	2022	2021
	\$	\$	\$	\$
Net revenue from the sale of goods	758,008	254,800	1,461,756	323,339
Net loss and total comprehensive loss	(744,607)	(1,118,052)	(3,091,433)	(3,450,188)
Basic and diluted loss weighted average number of common shares outstanding	97,569,946	93,832,922	96,887,819	90,714,557
Basic and diluted loss per common share	(0.008)	(0.012)	(0.032)	(0.038)

As at	July 31, 2022	October 31, 2021
	\$	\$
Current assets	1,773,682	2,707,406
Non-current financial liabilities	953,342	877,087

PAYMENT OF DIVIDENDS

The Company's current policy is to retain earnings to finance the development of its business. Therefore, the Company does not anticipate paying cash dividends on the Common Shares in the foreseeable future. The Company's dividend policy will be reviewed from time to time by the Board of Directors in the context of its earnings, financial condition and other relevant factors. Until the time that the Company does pay dividends, which it may never do, shareholders will not be able to receive a return on their Common Shares unless they sell them.

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RESULTS OF OPERATIONS

For the three months ended July 31, 2022 and 2021:

For three months ended July 31,	2022	2021	Change
	\$	\$	\$
Net revenue from sale of goods	758,008	254,800	503,208
Gross profit (loss) before fair value adjustments	(70,215)	(273,446)	203,231
Gross profit (loss)	(89,424)	(276,058)	186,634
Operating expenses	666,280	435,602	(230,678)
Loss from operations	(755,704)	(711,660)	(44,044)
Other income (loss)	11,097	(406,392)	417,489
Net loss and total comprehensive loss	(744,607)	(1,118,052)	373,445

During the three months ended July 31, 2022, the Company recorded a net loss and total comprehensive loss of \$744,607 as compared to a net loss and total comprehensive loss of \$1,118,052 during the three months ended July 31, 2021, resulting in a decreased loss of \$373,445.

The decreased loss for the three months ended July 31, 2022 was primarily attributable to variances in the following items: a lower gross margin loss (as indicated in the table above), and decreases in operating expenses and other income (losses), as follows: (i) stock-based compensation, and (ii) change in fair value of financial liabilities at FVTPL, as offset by an increase in: (iii) management and consulting fees, (iv) salaries and benefits, (v) office and facilities, (vi) professional fees, and (vii) interest and financing fees on convertible debt, as further described below.

The operating expenses below exclude total costs of \$397,773 for the three months ended July 31, 2022 (2021 – \$331,624) capitalized to inventory.

Revenue

During the three months ended July 31, 2022, the Company earned net revenues of \$758,008 from the sale of CIBs (2021 – \$254,800), 197% higher than the prior year. The Company's sales volumes expanded in the third quarter of fiscal 2022 as a result of provincial expansion in Canada and an expanded portfolio of CIB SKUs for the 2022 spring and summer seasons.

Cost of goods sold

Cost of goods sold includes the cost of inventory expensed, packaging costs, shipping costs and related labour. The increased cost of \$828,223 for the three months ended July 31, 2022 (2021 – \$528,246), 57% higher than the prior year, is due to the Company continuing to scale production steadily since it began commercial production in April 2021.

Gross margin

The Company's cost of goods sold exceeded revenue for the three months ended July 31, 2022, as a result of the utilization level of the Facility. The result included a write-down of inventory to net realizable value of \$19,209 (2021 – \$2,612). As the Company continues to increase production levels of CIBs, the Company expects to see gross margin increase.

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Certain components of operating expenses and other income (loss) for the three months ended July 31, 2022 and 2021 are as follows:

For the three months ended July 31	2022	2021	Change
	\$	\$	\$
Operating expenses			
Management and consulting fees	193,010	111,496	(81,514)
Salaries and benefits	158,559	54,985	(103,574)
Office and facilities	116,440	73,730	(42,710)
Professional fees	67,993	15,487	(52,506)
Stock-based compensation	38,505	129,732	91,227
Total operating expenses	666,280	435,602	(198,634)
Other income (loss)			
Interest and financing fees on convertible debt	(274,397)	(228,689)	(45,708)
Change in fair value of financial liabilities at FVTPL	285,476	(133,667)	419,143
Total other income (loss)	11,097	(406,392)	417,489

- (i) During the three months ended July 31, 2022, the Company incurred stock-based compensation of \$38,505 as compared to \$129,732 during the three months ended July 31, 2021, a decrease of \$91,227. The increased cost during the three months ended July 31, 2021 is due primarily to the 4,522,763 RSUs granted to officers, employees and certain consultants on January 29, 2021, the 500,000 Options granted to a consultant on January 7, 2021 and the 2,600,000 Options granted to directors, officers, employees and consultants on February 8, 2021, versus the 375,000 common shares issued to a consultant in settlement of \$37,500 of debt for past services on June 22, 2022 and 150,000 Options granted to a consultant on June 2, 2022.
- (ii) During the three months ended July 31, 2022, the Company incurred a gain in fair value of financial liabilities at FVTPL of \$285,476 as compared to loss of \$133,667 during the three months ended July 31, 2021, a decrease of \$419,143 associated with the March 2021, July 2021, August 2021 and May 2022 Offerings.
- (iii) During the three months ended July 31, 2022, the Company incurred management and consulting fees of \$193,010 as compared to \$111,496 during the three months ended July 31, 2021, an increase of \$81,514. The increase during the during the three months ended July 31, 2022, is primarily due to increased marketing and sales activities during fiscal 2022.
- (iv) During the three months ended July 31, 2022, the Company incurred salaries and benefits expenses of \$158,559 as compared to \$54,985 during the three months ended July 31, 2021, an increase of \$103,574. The increase during the three months ended July 31, 2022 is primarily due to increased size of the team as the Company continues to scale production and sell CIBs, less the associated costs allocated to inventory during the third quarter of fiscal 2022 amounting to \$131,968 (2021 – \$113,345).
- (v) During the three months ended July 31, 2022, the Company incurred office and facilities expenses of \$116,440 as compared to \$73,730 during the three months ended July 31, 2021, an increase of \$42,710. The increase during the during the three months ended July 31, 2022 is primarily due to the increased scale in production during fiscal 2022.
- (vi) During the three months ended July 31, 2022, the Company incurred professional fees of \$67,993 as compared to \$15,487 during the three months ended July 31, 2021, an increase of \$52,506. The increase during the three months ended July 31, 2022 is primarily due to increased costs associated with scaling commercial production in fiscal 2022.

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(vii) During the three months ended July 31, 2022, the Company incurred interest and financing fees on convertible debt of \$274,397 as compared to \$228,689 during the three months ended July 31, 2021, an increase of \$45,708. Whereas in 2022 this cost included interest from the September 2020, March 2021, July 2021, August 2021 and May 2022 Offerings and promissory note payable and financing fees associated with the May 2022 Offering, in 2021 this cost included interest from the September 2020 and March 2021 Offerings and financing fees from the July 2021 Offering.

For the nine months ended July 31, 2022 and 2021:

For nine months ended July 31,	2022	2021	Change
	\$	\$	\$
Net revenue from sale of goods	1,461,756	323,339	1,138,417
Gross profit (loss) before fair value adjustments	(403,165)	(332,730)	(70,435)
Gross profit (loss)	(507,139)	(341,680)	(165,459)
Operating expenses	2,173,306	2,314,337	(141,031)
Loss from operations	(2,680,445)	(2,656,017)	(24,428)
Other income (loss)	(410,998)	(794,171)	383,173
Net loss and total comprehensive loss	(3,091,443)	(3,450,188)	358,745

During the nine months ended July 31, 2022, the Company recorded a net loss and total comprehensive loss of \$3,091,443 as compared to a net loss and total comprehensive loss of \$3,450,188 during the nine months ended July 31, 2021, resulting in a decreased loss of \$358,745.

The decreased loss for the nine months ended July 31, 2022 was primarily attributable to variances in the following items: decreases in operating expenses and other income (losses), as follows: (i) depreciation of capital assets, (ii) stock-based compensation, (iii) change in fair value of financial assets at FVTPL, and (iv) change in fair value of financial liabilities at FVTPL, as offset by a higher gross margin loss as described above and an increase in: (v) management and consulting fees, (vi) salaries and benefits, (vii) office and facilities, and (viii) professional fees, as further described below.

The operating expenses below exclude total costs of \$1,131,365 for the nine months ended July 31, 2022 (2021 – \$445,431) capitalized to inventory that are more fully described in Note 15 to the interim condensed consolidated financial statements for the three and nine months ended July 31, 2022.

Revenue

During the nine months ended July 31, 2022, the Company earned net revenues of \$1,461,756 from the sale of CIBs (2021 – \$323,339), 352% higher than the prior year. The Company's sales volumes expanded in the second quarter of fiscal 2022 as a result of provincial expansion in Canada and an expanded portfolio of CIB SKUs for the 2022 spring and summer seasons.

Cost of goods sold

Cost of goods sold includes the cost of inventory expensed, packaging costs, shipping costs and related labour. The increased cost of \$1,864,921 for the nine months ended July 31, 2022 (2021 – \$656,069), 184% higher than the prior year, is due to increased sales of CIBs and higher production in advance of the spring and summer seasons.

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Gross margin

The Company's cost of goods sold exceeded revenue for the nine months ended July 31, 2022, as a result of the utilization level of the Facility. The result included a write-down of inventory to net realizable value of \$103,974 in 2022 (2021 – \$8,950). As the Company continues to increase production levels of CIBs, the Company expects to see gross margin increase.

Certain components of operating expenses and other income (loss) for the nine months ended July 31, 2022 and 2021 are as follows:

For the nine months ended July 31	2022	2021	Change
	\$	\$	\$
Operating expenses			
Management and consulting fees	566,962	289,956	(277,006)
Salaries and benefits	506,109	251,269	(254,840)
Office and facilities	371,620	262,968	(108,652)
Professional fees	285,800	149,425	(136,375)
Depreciation of capital assets	29,906	195,800	165,894
Stock-based compensation	246,685	955,626	708,941
Total operating expenses	2,173,306	2,314,337	864,691
Other income (loss)			
Change in fair value of financial assets at FVTPL	-	(73,153)	73,153
Change in fair value of financial liabilities at FVTPL	95,524	(212,716)	308,240
Total other income (loss)	(410,998)	(794,171)	359,913

- (i) During the nine months ended July 31, 2022, the Company recognized depreciation of \$29,906 as compared to \$195,800 during the nine months ended July 31, 2021, a decrease of \$165,894. This excludes the impact of depreciation allocated to inventory during the nine months ended July 31, 2022 amounting to \$458,334 (2021 – \$207,252). The majority of depreciation in the first three quarters of fiscal 2022 was allocated to inventory, whereas depreciation resided partly in operating expense in the first two quarters of fiscal 2021.
- (ii) During the nine months ended July 31, 2022, the Company recognized stock-based compensation of \$246,685 as compared to \$955,626 during the nine months ended July 31, 2021, a decrease of \$708,941. The increased cost during the nine months ended July 31, 2021 is due primarily to the 4,522,763 RSUs granted to officers, employees and certain consultants on January 29, 2021, the 500,000 Options granted to a consultant on January 7, 2021 and the 2,600,000 Options granted to directors, officers, employees and consultants on February 8, 2021, versus the 1,692,000 Common Shares issued to three creditors in settlement of \$169,200 of debt for past services on January 11, 2022, the 335,577 Common Shares issued to a consultant in settlement of \$33,577 of debt for past services on February 18, 2022, the 375,000 Common Shares issued to a consultant in settlement of \$37,500 of debt for past services on June 22, 2022, and the 575,000 and 150,000 Options granted to certain consultants on November 8, 2021 and June 2, 2022, respectively.
- (iii) During the nine months ended July 31, 2022, the Company incurred a loss in fair value of financial assets at FVTPL of \$73,153 (2022 – \$nil) associated with the Company's holdings in Precipitate shares in marketable securities that were sold in 2021.
- (iv) During the nine months ended July 31, 2022, the Company incurred a gain in fair value of financial liabilities at FVTPL of \$95,524 as compared to loss of \$212,716 during the nine months ended July 31,

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2021, a decrease of \$308,240 associated with the March 2021, July 2021, August 2021 and May 2022 Offerings.

- (v) During the nine months ended July 31, 2022, the Company recorded management and consulting fees of \$566,962 as compared to \$289,956 during the nine months ended July 31, 2021, an increase of \$277,006. The increase during the during the nine months ended July 31, 2022, is primarily due to increased marketing and sales activities during fiscal 2022.
- (vi) During the nine months ended July 31, 2022, the Company incurred salaries and benefits expenses of \$506,109 as compared to \$251,269 during the nine months ended July 31, 2021, an increase of \$254,840. The increase during the during the nine months ended July 31, 2022 is primarily due to increased size of the team as the Company continues to scale production and sell CIBs, less the associated costs allocated to inventory during the nine months of fiscal 2022 amounting to \$361,774 (2021 – \$135,520).
- (vii) During the nine months ended July 31, 2022, the Company incurred office and facilities expenses of \$371,620 as compared to \$262,968 during the nine months ended July 31, 2021, an increase of \$108,652. The increase during the nine months ended July 31, 2022 is primarily due to the Facility being in production for the full first three quarters in fiscal 2022.
- (viii) During the nine months ended July 31, 2022, the Company incurred professional fees of \$285,800 as compared to \$149,425 during the nine months ended July 31, 2021, an increase of \$136,375. The increase during the nine months ended July 31, 2022 is primarily due to increased costs associated with scaling commercial production in fiscal 2022 versus being pre-revenue in fiscal 2021.

SUMMARY OF QUARTERLY RESULTS

The following information has been derived from the eight most recently completed quarters, all presented in accordance with IFRS:

For the three months ended	July 31, 2022	April 30, 2022	January 31, 2022	October 31, 2021
	\$	\$	\$	\$
Net loss and comprehensive loss	(744,607)	(919,022)	(1,472,814)	(777,165)
Basic and diluted loss per Common Share	(0.008)	(0.009)	(0.015)	(0.008)

For the three months ended	July 31, 2021	April 30, 2021	January 31, 2021	October 31, 2020
	\$	\$	\$	\$
Net loss and comprehensive loss	(1,118,052)	(1,469,216)	(862,920)	(2,146,737)
Basic and diluted loss per Common Share	(0.012)	(0.016)	(0.010)	(0.028)

The increase in net loss and comprehensive loss following the quarter ended January 31, 2021, except for the quarter ended October 31, 2020 that had higher costs as a result of the Company's RTO, is due to higher expenses as the Company went into commercial production of CIBs in early fiscal 2021 and the higher costs of being public subsequent to the completion of the Transaction. The decreasing loss in the second and third quarters of 2022 versus the first quarter of 2022 is primarily as a result of higher revenues and higher production in the spring and summer seasons.

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USE OF PROCEEDS

The Company has completed the following convertible debt financings between September 1, 2020 and July 31, 2022, for aggregate gross proceeds of approximately \$5,059,000:

- On September 16, 2020, the Company raised gross proceeds of \$1,025,000;
- On March 18, 2021, the Company raised gross proceeds of \$1,000,000;
- On July 31, 2021, the Company raised gross proceeds of \$1,414,000; and
- On August 13, 2021, the Company raised gross proceeds of \$1,020,000; and
- On May 30, 2022, the Company raised gross proceeds of \$600,000.

For the period from closing of the September 2020 Offering to July 31, 2022, the Company has used the net proceeds of the financings as shown below.

Use of proceeds as at	July 31, 2022	October 31, 2021
	\$	\$
Operating activities:		
Management and consulting fees	665,000	288,000
Salaries and benefits	864,000	478,000
Office and facilities	504,000	212,000
Professional fees	385,000	180,000
Supplies and testing	273,000	164,000
Inventory production	1,357,000	1,237,000
Investing and financing activities:		
Investment in capital assets	196,000	159,000
Interest on convertible debt	177,000	114,000
Debt issuance costs	568,000	423,000
Total operating expenses	4,989,000	3,255,000

LIQUIDITY AND CAPITAL RESOURCES

The Company's liquidity depends on existing cash reserves, supplemented as necessary by equity and/or debt financings. As at July 31, 2022, the Company had a negative working capital of \$4,003,613 including cash of \$73,255, trade and other receivables of \$707,742, prepaid expenses and deposits of \$275,687, inventory of \$716,998 and current liabilities of \$5,755,295, including convertible debt and warrant liabilities at FVTPL totalling \$3,722,214 that includes \$2,923,596 pertaining to debts that have maturities greater than 12 months after July 31, 2022, but that are required to be included in current liabilities as they are derivative financial liabilities at FVTPL, accounts payable and accrued liabilities of \$1,742,716, a promissory note payable of \$256,524 and current portion of lease liability of \$55,841.

During the nine months ended July 31, 2022, the Company used cash of \$1,207,502 to fund operating activities.

During the nine months ended July 31, 2022, the Company extended its cash runway by issuing 2,402,577 Common Shares for services valued at \$240,258, issuing the Note for \$250,000 and closing the May 2022 Offering for gross proceeds of \$600,000. Also, the Company has signed a letter of intent for the Acquisition and has arranged for the Concurrent Financing and continues to pursue other financing alternatives; however, there is no assurance that the Acquisition and Concurrent Financing will occur on the terms contemplated or at all.

As the Company's focus has been primarily on the retrofitting of the Facility, obtaining the Sales Amendment to its Processing Licence, and on preparing for and commencing production of CIBs, it has generated little operating revenue to date and has relied primarily on equity and/or debt financings to fund its operations. The

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Company will require additional equity and/or debt financing to fund its ongoing operations until it can achieve profitable operations.

Subsequent to period end, the maturity date for the debentures issued in the March 2021 Offering elapsed. The Company is in discussions with the holders of the debentures regarding repayment and will provide an update to the market once available.

OFF-BALANCE SHEET ARRANGEMENTS

As at July 31, 2022 and as of the date of this MD&A, the Company does not have any off-balance sheet arrangements.

PROPOSED TRANSACTIONS

As at the date of this MD&A, there are no proposed asset or business acquisitions or dispositions.

RELATED PARTY TRANSACTIONS

Transactions with key management personnel

Related parties include the Board of Directors of the Company and key management personnel, as well as close family members and enterprises that are controlled by these individuals as well as certain persons performing similar functions. Unless otherwise stated, none of these transactions incorporated special terms and conditions and no guarantees were given or received.

Remuneration of directors and key management personnel of the Company and facilities lease payments payable to a company related to a director of the Company was as follows:

	Three months ended July 31,		Nine months ended July 31,	
	2022	2021	2022	2021
	\$	\$	\$	\$
Salaries	29,859	20,000	89,529	71,799
Consulting fees (1)	82,500	84,000	247,500	169,071
Stock-based compensation	-	63,447	-	381,449
Total remuneration	112,359	167,447	337,029	622,319
Office and facilities	24,750	15,000	74,250	45,000

(1) As at July 31, 2022, unpaid consulting fees and office and facilities lease payments in the aggregate amount of \$206,500 are owed to management and a company related to a director and have been included in accounts payable and accrued liabilities (October 31, 2021 – \$74,950). The amounts owing are unsecured, non-interest bearing and due on demand.

During the three and nine months ended July 31, 2022, facilities costs of \$15,750 and \$47,250, respectively, and tank rental costs of \$9,000 and \$27,000, respectively, were paid/payable to a company owned by Mr. Andre Audet, the Company's former CEO and current director (2021 – \$30,000 and \$45,000 towards facilities costs, respectively, and \$nil and \$nil towards tank rental costs, respectively). During the three and nine months ended July 31, 2022, consulting fees of \$15,000 and \$45,000, respectively, were paid/payable to a company owned by Mr. Audet (2021 – \$11,000 and \$11,000, respectively). During the three and nine months ended July 31, 2022, the Company expensed \$nil and \$nil, respectively of stock-based compensation expense related to Mr. Audet (2021 – \$20,937 and \$111,959, respectively).

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During the three and nine months ended July 31, 2022, salary of \$29,859 and \$89,529, respectively, was paid/payable to Phil Waddington, the Company's current COO and former CEO and Chief Regulatory Officers, for services rendered as COO of \$nil and \$nil, respectively (2021 – \$20,000 and \$71,799, respectively). During the three and nine months ended July 31, 2022, the Company expensed \$nil and \$nil, respectively, of stock-based compensation expense related to Mr. Waddington (2021 – \$22,743 and \$96,460, respectively).

During the three and nine months ended July 31, 2022, consulting fees of \$nil and \$nil, respectively, were paid/payable to Brendan Stutt, the Company's former CFO, for services rendered as CFO of the Company (2021 – \$nil and \$10,000, respectively).

During the three and nine months ended July 31, 2022, consulting fees of \$37,500 and \$112,500, respectively, were paid/payable to Consero Finance Services, Ltd. ("Consero") for finance outsource services including the fees for the services of Mr. Jeff Stoss, the Company's CFO (2021 – \$33,000 and \$87,071, respectively for finance outsource services paid/payable to Positive Venture Group Inc. ("Positive")). During the three and nine months ended July 31, 2022, the Company expensed \$nil and \$nil, respectively, of stock-based compensation expense related to Consero/Positive (2021 – \$4,515 and \$22,500, respectively).

During the three and nine months ended July 31, 2022, consulting fees of \$30,000 and \$90,000, respectively, were paid/payable to David Reingold, current CEO and director of the Company, for consulting services rendered (2021 – \$40,000 and \$61,000, respectively). During the three and nine months ended July 31, 2022, the Company expensed \$nil and \$nil, respectively, of stock-based compensation expense related to Mr. Reingold (2021 – \$15,252 and \$150,530, respectively).

Subsequent to period end, a director and officer of the Company was awarded 3,000,000 RSUs. Refer to "*Subsequent Events*".

CRITICAL ACCOUNTING ESTIMATES

See Note 2 to the Company's consolidated financial statements for the years ended October 31, 2021 and 2020.

NEW ACCOUNTING POLICIES ISSUED BUT NOT YET EFFECTIVE

See Note 2 to the Company's consolidated financial statements for the years ended October 31, 2021 and 2020.

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FINANCIAL INSTRUMENTS, RISK MANAGEMENT AND CAPITAL MANAGEMENTFinancial instruments

The Company's financial instruments consist of cash and cash equivalents, trade accounts receivable, accounts payable and accrued liabilities, convertible debt and warrant liabilities and other long-term liabilities. The fair value of the Company's financial instruments approximates their carrying value due to their short-term nature. The classification of financial instruments is as follows:

	July 31, 2022	October 31, 2021
	\$	\$
Financial assets		
Amortized cost		
Cash	73,255	178,327
Trade accounts receivable	594,242	289,903
Fair value through profit or loss		
Cash equivalents	-	1,025,000
Total financial assets	667,497	1,493,230
Financial liabilities		
Amortized cost		
Accounts payable and accrued liabilities	(1,742,718)	(816,963)
Convertible debt	(893,342)	(817,087)
Other long-term liabilities	(60,000)	(60,000)
Other current liabilities	(250,000)	-
Fair value through profit or loss		
Convertible debt	(3,438,974)	(3,001,008)
Warrant liability	(240,504)	(486,848)
Total financial liabilities	(6,625,538)	(5,181,906)

Risk management

The Company thoroughly examines the various financial risks to which it is exposed and assesses the impact and likelihood of those risks. These risks include credit risk, liquidity risk and market risk. Where material, these risks are reviewed and monitored by the Board of Directors.

(i) Credit risk

Credit risk is the risk of an unexpected loss if a customer or counterparty to its financial instruments fails to meet its contractual obligations. The Company's financial assets exposed to credit risk are primarily composed of trade accounts receivable and cash and cash equivalents. The Company provides credit to its customer in the normal course of business and has established credit evaluation and monitoring processes to mitigate credit risk. Since that customer sells end products to Provincial Retailers, the Company has limited credit risk. The Company's cash and cash equivalents are held at reputable financial institutions with high external credit ratings. It is management's opinion that the Company is not exposed to significant credit risk. None of the Company's financial assets are secured by collateral or other credit enhancements.

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Management considers that all the above financial assets that are not impaired or past due for each of the reporting dates are of good credit quality. There are no financial assets that are past due but not impaired for the periods presented.

(ii) Liquidity risk

Liquidity risk is the risk that the Company will not be able to meet its financial obligations as they come due. The Company's liquidity and operating results may be adversely affected if its access to the capital markets is hindered, whether as a result of a downturn in stock market conditions generally or matters specific to the Company. The Company regularly evaluates its cash position to ensure preservation and security of capital as well as liquidity. The Company's accounts payable and other liabilities generally have contractual maturities of less than 30 days and are subject to normal trade terms.

(iii) Market risk

Market risk is the risk that the fair value or future cash flows of a financial instrument will fluctuate because of changes in market prices. Market risk comprises three types of risk: interest rate risk, currency risk and other price risk, such as equity price risk and commodity risk. Financial instruments affected by market risk include marketable securities and derivative financial instruments, like the convertible debt and warrant liabilities measured at FVTPL.

There are anti-dilution provisions in the convertible debt and warrant liabilities measured at FVTPL that expose the company to interest rate risk and equity price risk, including the exercise price and conversion feature terms for the convertible debentures and the exercise price for the associated warrants, in the event of a future financing at more favourable terms.

Capital management

The Company's objectives when managing capital are to safeguard the Company's ability to continue as a going concern, to meet its capital expenditures for its continued operations, and to maintain a flexible capital structure which optimizes the cost of capital within a framework of acceptable risk. The Company manages its capital structure and adjusts it in light of changes in economic conditions and the risk characteristics of the underlying assets. To maintain or adjust its capital structure, the Company may issue new shares through equity offerings or return capital to shareholders. The Company is not subject to externally imposed capital requirements.

Management reviews its capital management approach on an ongoing basis. There have been no changes to the Company's capital management approach during the nine months ended July 31, 2022.

OUTSTANDING SHARE DATA

The authorized capital of the Company consists of an unlimited number of Common Shares without par value and an unlimited number of Preferred Shares. As at July 31, 2022 and the date of this MD&A, 97,781,903 Common Shares and 9,313,447 Preferred Shares were issued and outstanding. All Preferred Shares were issued in connection with the Transaction to previous OpCo shareholders.

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In addition to the Common Shares and Preferred Shares, the Company also has the following securities convertible into Common Shares as of July 31, 2022:

Security	Expiry date	Range of exercise price	Securities outstanding
		\$	#
Warrants	Up to September 18, 2024	0.15 - 0.30	23,972,866
Stock options	Up to February 8, 2026	0.10 - 0.20	5,825,000
Restricted share units	Up to January 31, 2024	-	3,000,000

As of the date of this MD&A, 23,972,866 Warrants and 5,825,000 Options and 3,000,000 RSUs are issued and outstanding. The increase in the number of RSUs outstanding is due to the issuance of 3,000,000 RSUs to a director and officer of the Company in September 2022.

Convertible Debentures

In addition to the above, the Company has also issued an aggregate of 4,849 convertible debentures, each consisting of a principal amount of \$1,000 and convertible into Common Shares or units consisting of Common Shares and warrants, as further described below.

1,065 convertible debentures were issued on September 16, 2020 upon the conversion of subscription receipts issued by the Company in connection with the Transaction into convertible debentures. The principal amount is convertible into units of the Company at a price of \$0.20 per unit. Each unit is comprised of one Common Share and one-half of one warrant exercisable at \$0.30.

1,000 convertible debentures were issued in connection with the March 2021 Offering. Following completion of the July 2021 Offering, the principal amount of each debenture is now convertible into Common Shares at a price of \$0.10 per Common Share. 250 of these convertible debentures were repaid as part of the May 2022 Offering, leaving 750 convertible debentures outstanding from the March 2021 Offering. On September 19, 2022, the principal amount plus all accrued and unpaid interest under the March 2021 Offering matured without repayment by the Company. The Company is in discussions with the holders of the debentures regarding repayment and will provide an update to the market once available.

1,414 convertible debentures were issued in connection with the July 2021 Offering. The principal amount of each convertible debenture is convertible into Common Shares at a price of \$0.10 per Common Share.

1,020 convertible debentures were issued in connection with the August 2021 Offering. The principal amount of each convertible debenture may be converted into Common Shares at a price of \$0.10 per Common Share.

600 convertible debentures were issued in connection with the May 2022 Offering. The principal amount of each convertible debenture may be converted into Common Shares at a price of \$0.10 per Common Share.

Please refer to "*Corporate Development Highlights*" section for additional details regarding the convertible debentures.

RISK FACTORS

There are a number of risk factors that could cause future results to differ materially from those described herein. You should carefully consider the following risks and uncertainties in addition to other information in this MD&A in evaluating the Company and its business before making any investment decision. These risks and uncertainties are not the only ones the Company is facing. Additional risks and uncertainties not presently known to the Company, or that it currently deems immaterial, may also impair its operations. If any such risks actually occur, the business, financial condition, liquidity and results of the Company's operations could be

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materially adversely affected. The risk factors described below should be carefully considered by readers, including investors considering a purchase of securities of the Company.

An investment in securities of the Company should only be made by persons who can afford a significant or total loss of their investment.

Please also refer to the Filing Statement for additional risks that could affect future results and could cause results to differ materially from those expressed in the forward-looking statements contained herein.

The Company's business requires compliance with regulatory or agency proceedings, investigations and audits

The Company's business requires compliance with many laws and regulations, specifically Canadian cannabis laws that are still in the early stages and subject to unexpected changes. Failure to comply with these laws and regulations could subject the Company or the businesses in which it invests to regulatory or agency proceedings or investigations and could also lead to damage awards, fines and penalties. The Company may become involved in a number of government or agency proceedings, investigations and audits. The outcome of any regulatory or agency proceedings, investigations, audits, and other contingencies could harm the Company's reputation, require the Company to take, or refrain from taking, actions that could harm its operations or require the Company to pay substantial amounts of money, harming its financial condition. There can be no assurance that any pending or future regulatory or agency proceedings, investigations and audits will not result in substantial costs or a diversion of management's attention and resources or have a material adverse impact on the Company's business, financial condition and results of operation.

Licensing requirements for cannabis companies in Canada

The market for cannabis and cannabis derivative products in Canada is regulated by the *Cannabis Act* and *Cannabis Regulations*. Health Canada is the primary regulator of the cannabis industry as a whole. There is no guarantee that the Company will obtain all the necessary licences or approvals required for its business. In addition, failure to comply with the requirements of any licence or any failure to maintain such licence would have a material adverse impact on the business, financial condition and operating results of the Company.

There is no assurance that the Company will turn a profit or generate immediate revenues

The Company has no history of earnings or cash flow from operations and the Company may not generate material revenue or achieve self-sustaining operations for several years, if at all. There is no assurance as to whether the Company will be profitable, earn significant revenues, or pay dividends. The Company anticipates that it will incur substantial expenses relating to the development and initial operations of its investments and business and will have a high relative cost of goods sold while production remains at lower volumes.

The payment and amount of any future dividends will depend upon, among other things, the Company's results of investments, operations, cash flow, financial condition, and operating and capital requirements. There is no assurance that future dividends will be paid, and, if dividends are paid, there is no assurance with respect to the amount of any such dividends.

Requirements for Further Financing and Dilution

The Company may not have sufficient financial resources to undertake all of the activities as currently planned. The Company may need to obtain further financing, whether through debt financing, equity financing or other means. To obtain such funds the Company may sell additional securities, the effect of which could result in substantial dilution of the equity interests of the holders of the Company Shares. There can be no assurance that the Company will be able to raise the balance of the financing required or that such financing can be obtained without substantial dilution to shareholders or that the terms of such financing will be favourable. Failure to obtain additional financing on a timely basis could cause the Company to reduce or terminate its

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operations. Should additional financing be obtained at more favourable terms to the March 2021, July 2021, August 2021 or May 2022 Offerings, there are anti-dilution provisions available to those investors that would require the Company to extend those beneficial terms to investors in those Offerings.

The Company has a limited operating history

The Company will not have a record of achievement to be relied upon. The Company's operations are subject to all the risks inherent in the establishment of a new business enterprise, including a lack of operating history. The Company cannot be certain that its investment strategy or development of the Company's business will be successful. The likelihood of the Company's success must be assessed in consideration of the problems, expenses, difficulties, complications and delays frequently encountered in connection with the establishment of any business. If the Company fails to address any of those risks or difficulties adequately, the business will likely suffer.

The Company may be vulnerable to unfavorable publicity or consumer perception

Cannabis and cannabis derivatives industries are highly dependent upon consumer perception regarding the safety, efficacy and quality of the cannabis produced. Consumer perception can be significantly influenced by scientific research or findings, regulatory investigations, litigation, media attention and other publicity regarding the consumption of cannabis products. There can be no assurance that future scientific research, findings, regulatory proceedings, litigation, media attention or other research findings or publicity will be favorable to the cannabis market or any particular product, or consistent with earlier publicity. Future research reports, findings, regulatory proceedings, litigation, media attention or other publicity that are perceived as less favorable than, or that question, earlier research reports, findings or publicity could have a material adverse effect on the demand for cannabis and on the business, results of operations, financial condition and cash flows of the Company. Further, adverse publicity reports or other media attention regarding the safety, efficacy and quality of cannabis in general, or associating the consumption of cannabis with illness or other negative effects or events, could have such a material adverse effect. Such adverse publicity reports or other media attention could arise hindering market growth and state adoption due to inconsistent public opinion and perception of the medical-use and adult-use cannabis industry.

The cannabis industry is subject to increasing competition

There is potential that the Company will face intense competition from other companies, some of which can be expected to have longer operating histories and more financial resources and production and marketing experience than the Company. Because of the early stage of the industry in which the Company will operate, the Company will face additional competition from new entrants. If the number of users of marijuana products in Canada increases, the demand for products will increase and competition will become more intense, as current and future competitors begin to offer an increasing number of diversified products and pricing strategies. To remain competitive, the Company will require a continued high level of investment in research and development, marketing, sales and client support. The Company may not have sufficient resources to maintain research and development, marketing, sales and client support efforts on a competitive basis which could materially and adversely affect the business, financial condition and results of operations of the Company.

Reliance on Management

The success of the Company is dependent upon the ability, expertise, judgment, discretion and good faith of its senior management. While employment agreements or management agreements are customarily used as a primary method of retaining the services of key employees, these agreements cannot assure the continued services of such employees. Any loss of the services of such individuals could have a material adverse effect on the Company's business, operating results, financial condition or prospects.

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Ongoing Costs and Obligations

The Company expects to incur significant ongoing costs and obligations related to its investment in infrastructure and growth and for regulatory compliance, which could have a material adverse impact on the Company's results of operations, financial condition and cash flows. In addition, future changes in regulations, more vigorous enforcement thereof or other unanticipated events could require extensive changes to the Company's operations, increased compliance costs or give rise to material liabilities, which could have a material adverse effect on the business, results of operations and financial condition of the Company.

Product Liability

Upon becoming a producer or distributor of products designed to facilitate cannabis ingestion by humans, the Company would face an inherent risk of exposure to product liability claims, regulatory action and litigation if such products are alleged to have caused significant loss or injury. In addition, tampering by unauthorized third parties or product contamination with respect to the cannabis used in such products may impact the risk of injury to consumers. Previously unknown adverse reactions resulting from human consumption of cannabis alone or in combination with other medications or substances could occur. As a supplier and/or producer and/or distributor and/or retailer of products designed to facilitate the consumption of cannabis, the Company may be subject to various product liability claims, including, among others, that the cannabis product caused injury or illness, included inadequate instructions for use or included inadequate warnings concerning possible side effects or interactions with other substances. A product liability claim or regulatory action against the Company could result in increased costs, could adversely affect the Company's reputation with its clients and consumers generally, and could have a material adverse effect on the business, results of operations, financial condition or prospects of the Company. There can be no assurances that the Company will be able to maintain product liability insurance on acceptable terms or with adequate coverage against potential liabilities. Such insurance is expensive and may not be available in the future on acceptable terms, or at all. The inability to maintain sufficient insurance coverage on reasonable terms or to otherwise protect against potential product liability claims could prevent or inhibit the commercialization of the Company's potential products or otherwise have a material adverse effect on the business, results of operations, financial condition or prospects of the Company.

Product Recalls

Manufacturers and distributors of products are sometimes subject to the recall or return of products for a variety of reasons, including product defects, such as contamination, unintended harmful side effects or interactions with other substances, packaging safety and inadequate or inaccurate labeling disclosure. Such recalls can cause unexpected expenses of the recall and any legal proceedings that might arise in connection with the recall. This can cause loss of a significant amount of sales. In addition, a product recall may require significant management attention. Although the Company will have detailed procedures in place for testing its products or require that third parties do the same where applicable, there can be no assurance that any quality, potency or contamination problems will be detected in time to avoid unforeseen product recalls, regulatory action or lawsuits. Additionally, if one of the Company's brands were subject to recall, the image of that brand and the Company could be harmed. Additionally, product recalls can lead to increased scrutiny of operations by applicable regulatory agencies, requiring further management attention and potential legal fees and other expenses.

Product Approvals

The Company may require advance approval of its products from authorities in the applicable jurisdiction. While the Company intends to follow the guidelines and regulations of each applicable local jurisdiction in preparing products for sale and distribution, there is no guarantee that such products will be approved to the extent necessary. If the products are approved, there is a risk that any jurisdiction may revoke its approval for such products based on changes in laws or regulations or based on its discretion or otherwise. If any of the

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Company's products are not approved or any existing approvals are rescinded, there is the potential to lead to a material adverse effect on the Company's business, financial condition, results of operations or prospects.

Product Exchanges, Returns and Warranty Claims

If the Company is unable to maintain or cause the maintenance of an acceptable degree of quality control of products it produces or distributes, the Company may incur costs associated with the exchange and return of the products as well as servicing its customers for warranty claims. Any of the foregoing on a significant scale may have a material adverse effect on the Company's business, results of operations and financial condition.

Reliance on Processing Licence and Sales Amendment

The Company is dependent on the Processing Licence and Sales Amendment, and the need to maintain the Processing Licence in good standing. Failure to comply with the requirements or maintenance of any of the Processing Licence may have a material adverse effect on the business, financial condition and operating results of the Company. Although management of the Company believes that they will continue to meet the requirements of the Processing Licence for the duration of the Processing Licence, there can be no guarantee that Health Canada will extend or renew the Processing Licence or if the Processing Licence is extended or renewed, that it will be extended or renewed on the same or similar term.

Reliance on Facility

The Processing Licence is specific to the Facility operated in Lansdowne, Ontario and must remain in good standing for the Company to conduct the activities authorized thereunder. Adverse changes or developments affecting the Facility, including but not limited to the failure to maintain all requisite regulatory and ancillary permits and licenses, the failure to comply with applicable regulations, or a breach of security, could have a material adverse effect on the Company's business, financial condition, results of operations and prospects.

In addition, any breach of the lease agreement for the Facility or any failure to renew such lease agreement, on materially similar or more favorable terms, may have a material adverse effect on the Company's business, financial condition, results of operations and prospects, and could also have an impact on the Company's ability to continue operating under the Processing Licence or to renew the Processing Licence.

The Facility is subject to regulation and oversight by applicable authorities, including the acquisition of all required regulatory and ancillary permits to conduct operations or undertake any construction. Any breach of regulatory requirements, security measures or other Facility requirements, including any failure to comply with recommendations or requirements arising from inspections by government regulators at all levels, could also have an impact on the Company's ability to maintain its lease agreement and/or keep the Facility in good standing, and to continue operating under the Processing Licence or the prospect of renewing the Processing Licence.

Disruption of operations at the Facility could adversely affect inventory supplies and the Company's ability to meet delivery deadlines. The Company's revenue is dependent on the uninterrupted operation of the Facility. The Company's production is subject to operational risks beyond its control including fire, breakdown, failure or substandard performance of its equipment and machinery, power shortage, labour disruption, natural disasters and any interruption in its operations as a result of any failure to comply with all applicable laws and regulations in the Facility's jurisdiction. Frequent or prolonged occurrence of any of the aforesaid events may have a material adverse effect on the Company's business, financial condition and results of operation. If there is any damage to the Facility, it may not be able to alleviate the impact of such damage in a timely and proper manner or at all. Any breakdown or malfunction of any of the Company's information technology systems and equipment could cause a material disruption of its operations. Adverse changes or developments affecting either of the Company's facilities.

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Results of Future Clinical Research

Research in Canada and internationally regarding the medical benefits, viability, safety, efficacy, dosing and/or social acceptance of cannabis or isolated cannabinoids (such as CBD and THC) remains in early stages. There have been relatively few clinical trials on the benefits of cannabis or isolated cannabinoids (such as CBD and THC). Although the Company believes that the articles, reports and studies support their beliefs regarding the medical benefits, viability, safety, efficacy, dosing and/or social acceptance of cannabis, future research and clinical trials may prove such statements to be incorrect, or could raise concerns regarding, and perceptions relating to, cannabis. Given these risks, uncertainties and assumptions, holders or prospective purchasers of the Company Shares should not place undue reliance on such articles and reports. Future research studies and clinical trials may draw opposing conclusions or reach negative conclusions regarding the medical benefits, viability, safety, efficacy, dosing, social acceptance or other facts and perceptions related to cannabis, which could have a material adverse effect on the demand for the Company's products with the potential to lead to a material adverse effect on the Company's business, financial condition, results of operations or prospects.

Reliance on Key Inputs

The business of the Company would be dependent on a number of key inputs and their related costs including raw materials and supplies related to product development and manufacturing operations. Any significant interruption or negative change in the availability or economics of the supply chain for key inputs could materially impact the Company's business, financial condition, and results of operations or prospects. Some of these inputs may only be available from a single supplier or a limited group of suppliers. If a sole source supplier was to go out of business, the Company might be unable to find a replacement for such source in a timely manner or at all. If a sole source supplier were to be acquired by a competitor, that competitor may elect not to sell to the Company in the future. Any inability to secure required supplies and services or to do so on appropriate terms could have a materially adverse impact on the business, financial condition, results of operations or prospects of the Company.

Dependence on Suppliers and Skilled Labour

The ability of the Company to compete and grow will be dependent on it having access, at a reasonable cost and in a timely manner, to skilled labour, equipment, parts and components. No assurances can be given that the Company will be successful in maintaining its required supply of skilled labour, equipment, parts and components. It is also possible that the final costs of the major equipment contemplated by the Company's capital expenditure plans may be significantly greater than anticipated by the Company's management, and may be greater than funds available to the Company, in which circumstance the Company may curtail, or extend the timeframes for completing, its capital expenditure plans. This could have an adverse effect on the Company's business, financial condition, results of operations or prospects.

Litigation

The Company may become party to litigation from time to time in the ordinary course of business which could adversely affect its business. Should any litigation in which the Company becomes involved be determined against the Company, such a decision could adversely affect the Company's ability to continue operating and the market price for the Company Shares. Even if the Company is involved in litigation and wins, litigation can redirect significant company resources.

Operating Risks and Insurance

The Company's operations will be subject to hazards inherent in the cannabis industry, such as equipment defects, malfunction and failures, natural disasters which result in fires, accidents and explosions that can cause personal injury, loss of life, suspension of operations, damage to facilities, business interruption and damage to or destruction of property, equipment and the environment, labour disputes, and changes in the

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regulatory environment. These risks could expose the Company to substantial liability for personal injury, wrongful death, property damage, pollution, and other environmental damages. The frequency and severity of such incidents would affect operating costs, insurability and relationships with customers, employees and regulators.

The Company will continuously monitor its operations for quality control and safety. However, there are no assurances that the Company's safety procedures will always prevent such damages. Although the Company will maintain insurance coverage that it believes to be adequate and customary in the industry, there can be no assurance that such insurance will be adequate to cover its liabilities. In addition, there can be no assurance that the Company will be able to maintain adequate insurance in the future at rates it considers reasonable and commercially justifiable. The occurrence of a significant uninsured claim, a claim in excess of the insurance coverage limits then maintained by the Company, or a claim at a time when it is not able to obtain liability insurance, could have a material adverse effect on the Company, the Company's ability to conduct normal business operations and on the Company's business, financial condition, results of operations and cash flows in the future.

Dilution

The Company may enter into financings or other transactions involving the issuance of securities of the Company which may be dilutive to the other shareholders and any new equity securities issued could have rights, preferences and privileges superior to those of holders of Company Shares. The participants of the March 2021, July 2021, August 2021 and May 2022 Offerings have anti-dilution protections that may afford them more beneficial rights to other investors.

Changes in Laws, Regulations and Guidelines

The Company's operations will be subject to various laws, regulations, guidelines and licensing requirements. While the Company is expected to be in compliance with all such laws, any changes to such laws, regulations, guidelines and policies due to matters beyond the control of the Company could have a material adverse effect on the Company's business, results of operations and financial condition.

Constraints on Marketing Products

The development of the Company's business and operating results may be hindered by applicable restrictions on sales and marketing activities imposed by government regulatory bodies. The regulatory environment in Canada limits companies' abilities to compete for market share in a manner similar to other industries. If the Company is unable to effectively market its products and compete for market share, or if the costs of compliance with government legislation and regulation cannot be absorbed through increased selling prices for its products, the Company's sales and results of operations could be adversely affected.

COVID-19

Since the emergence of a novel strain of coronavirus ("COVID-19"), in or about December 2019, the highly contagious virus has spread across the world. On March 11, 2020, the World Health Organization declared the outbreak of COVID-19 a global pandemic. Since that time in response to the outbreak, governmental authorities in Canada and internationally have implemented various measures with the aim of preventing or limiting further spread of COVID-19. These measures, which have included travel restrictions, border closures, non-essential business closures, quarantines, self-isolations, and social distancing, have, among other things, resulted in widespread business, employment and economic disruptions. The global pandemic continues to evolve and the ultimate impact of the COVID-19 outbreak is highly uncertain.

The continued global spread of COVID-19 could have an adverse impact on the business, operations and financial results of the Company, including with respect to issues related to labour, processing and supply chain. Molecule Holdings is implementing or will implement precautionary measures, which would not have

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otherwise been implemented prior to the COVID-19 outbreak, at the Facility to ensure the safety of its personnel, suppliers and consumers, which may adversely impact the Company's labour productivity and its supply chains. For example, mandatory or voluntary self-quarantines may limit the staffing of the Facility. In addition, it's possible that the COVID-19 pandemic may adversely affect Molecule Holdings' ability to successfully market and sell its products. Although the opposite may be true, sales volumes of cannabis-infused products may be adversely impacted by consumer "social distancing" behaviours. Continued spread of COVID-19 globally could also lead to a deterioration of general economic conditions including a possible national or global recession. Due to the unpredictability and scale of the effects of COVID-19, Molecule Holdings is unable to accurately estimate the impact or level of materiality of COVID-19 on its business, operations or financial results. The Company will monitor the situation in order to assess any possible adverse impact on its business, supply chain and customers on an ongoing basis and to determine which measures, if any, will be taken to mitigate such adverse impact.

SUBSEQUENT EVENTS

Product Update

On September 22, 2022, the Company announced the following brands launched into the OCS in the spring and summer: PHRESH Summer Punch, Blue Raspberry, and Mango Peach; PHRESH STRAINS Pineapple Express; EMBODY Blood Orange & Rosemary and Mint & Honey; KLON Strawberry Wackari; and, CANAJO Regular and Espresso Spice. Following these launches, there are a total of 11 Company SKUs in OCS.

The Company also announced that it is set to launch an additional four new products into the OCS during its October product release, which is expected to include three new PHRESH STRAINS flavours and a limited release holiday beverage: PHRESH Candy Cane Twist.

Award of Restricted Share Units

On September 22, 2022, 3,000,000 RSUs were awarded to a director and officer of the Company (the "Holder") in accordance with the RSU Plan. Upon settlement of the RSUs, the Holder shall have the ability to acquire one Common Share underlying each such RSU, a cash payment in lieu thereof, or a combination of both, at the sole discretion of the Board of Directors of the Company (the "Board"). 50% of the RSUs vest on January 31, 2023, with the remainder vesting on January 31, 2024.

Pursuant to a negotiated agreement with the Holder on September 22, 2022, the Company has contemplated a future award of 2,000,000 RSUs to the Holder, or a cash payment in lieu thereof calculated based on an agreed-upon formula, which remains subject to further Board approval, availability under the RSU Plan, and the policies of the CSE. The vesting criteria will be determined at the reasonable discretion of the Board at the time of the award.

Letter of Intent for Acquisition of Canna-Day

On September 28, 2022, the Company entered into a non-binding letter of intent (the "Letter of Intent") for the acquisition (the "Acquisition") of all of the issued and outstanding shares of Canna-Day from the shareholders of Canna-Day for an aggregate purchase price of \$750,000. The purchase price is expected to be satisfied by the Company issuing an aggregate of 15,000,000 Common Shares at a deemed price of \$0.05 per Common Share.

Completion of the Acquisition is subject to certain conditions precedent including, but not limited to: (i) satisfactory completion of due diligence of each party; (ii) Canna-Day having no liabilities, other than certain transaction costs; (iii) the completion of the Financing (as defined below); (iv) receipt of all necessary regulatory and third-party consents, approvals and authorizations as may be required in respect of the Acquisition and the Financing, including without limitation, the approval of the CSE, if applicable, any approvals required by Health Canada, and any approvals required under the existing outstanding debt

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documentation of the Company, all such consents, acceptances and approvals to be on terms and conditions acceptable to the Company; (v) approval of the Board to the final terms and conditions of the Acquisition as set forth in the definitive agreement with respect to the Acquisition; and (vi) certain other conditions that are customary for transactions of this nature.

There can be no assurance that the Acquisition will be completed by the Company on the terms proposed or at all.

Concurrent Financing

Concurrent with the Acquisition, the Company is proposing to complete a non-brokered private placement (the "Financing") of units (the "Units" and each, a "Unit") of up to an aggregate of \$3,750,000 at a price of \$0.05 per Unit, with each Unit consisting of one Common Share and one half of one Common Share purchase warrant (the "Warrants" and each whole warrant, a "Warrant"), resulting in the issuance of up to an aggregate of 75,000,000 Common Shares and 37,500,000 Warrants, pursuant to a non-binding term sheet entered into between the Company and Jean-Denis Coté (the "Term Sheet"). Each full Warrant will be exercisable for one Common Share (the "Warrant Shares" and each, a "Warrant Share") at an exercise price of \$0.10 per Warrant Share for a period of two years from the closing date of the Financing.

The Financing will be led by one or more of the shareholders of Canna-Day as the lead investor(s) (collectively, the "Lead Investors") and is anticipated to include other family, friends and business associates of the Company.

Completion of the Financing will be conditional on the following, among other things (i) a minimum of \$3,500,000 being raised, with the Lead Investors having a minimum investment of \$2,000,000; (ii) the Lead Investors being satisfied with their diligence efforts on the Company; (iii) the holders of a number of outstanding debentures of the Company agreeing to certain terms and certain outstanding debentures of the Company being redeemed; (iv) all relevant corporate and regulatory approvals being obtained (including, but not limited to, required corporate approvals, CSE approval, if necessary, and Health Canada approval, if necessary); (v) the appointment of the current Chief Executive Officer of Canna-Day to be the Chief Executive Officer of the Company, subject to clearance by the CSE of a CSE Form 3 – Personal Information Form ("PIF") and security clearance by Health Canada; (vi) the appointment of a new independent chair to the Board and a nominee of Canna-Day to the Board in replacement of two existing directors, with each Board appointment being subject to the clearance of a PIF with the CSE and obtaining security clearance from Health Canada; and (vii) the entrance into an investor rights agreement between the Company and the Lead Investors that would provide for certain Board nomination rights, approval rights, anti-dilution rights and top-up rights, provided the shareholdings of the Lead Investors in the Company are above certain thresholds.

There can be no assurance that the Financing will be completed by the Company on the terms proposed or at all.

Reservation of Rights Letter

On September 28, 2022, following negotiation between the Company and the collateral agent (the "Agent") acting on behalf of the purchasers (the "Purchasers") of the outstanding \$750,000 in principal amount of secured convertible debentures issued by the Company in the March 2021 Offering, the Agent delivered the Company with a reservation of rights letter (the "Letter"), which was accepted and acknowledged by the Company and OpCo.

The Agent provided notice to the Company that the outstanding \$750,000 in principal amount under the debentures issued in the March 2021 Offering, plus accrued and unpaid interest, became due and payable on September 18, 2022 (the "Maturity Date"), which shall constitute an 'Event of Default' under the debentures if unremedied 15 days after the Maturity Date (the "Default Date").

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In the Letter, the Agent, without waiving any of its legal rights under the debentures, has notified the Company that it does not intend to take any further action for a period of at least 30 days following the Default Date. Further, the Agent has agreed to provide the Company with at least 15 days' notice prior to enforcement.

The Company intends to repay the outstanding amount under the debentures prior to enforcement by the Agent. However, at present, there can be no assurance as to what, if any, alternatives might be pursued by the Company. There can also be no assurance that the Company will reach any solution with the Agent, or as to the terms of any such solution, if achieved.

Termination of Agreements

The sales representation agreement dated April 7, 2022 between the Company and Humble was terminated effective as of August 1, 2022.

The beverage production agreement effective as of February 11, 2021 between the Company and Proper Cannabis was terminated effective as of September 4, 2022 due to Proper Cannabis' cessation of the business.

ADDITIONAL INFORMATION AND CONTINUOUS DISCLOSURE

Additional information on the Company is available on SEDAR at www.sedar.com.