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THC Biomed Introduces *Always Hi*- A New Brand Catering to Maturing Cannabis Consumer Trends

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Vancouver, Canada – December 8, 2023 - THC BioMed Intl Ltd. (“**THC BioMed**”) or (the “**Company**”), is thrilled to announce the launch of its latest brand, *Always Hi*™, signaling a significant step forward in meeting the evolving needs of cannabis consumers. This new development showcases THC BioMed's commitment to innovation and addressing the dynamic preferences within the cannabis market.

As the landscape of cannabis consumption continues to evolve, THC Biomed has meticulously crafted a diverse range of products under the *Always Hi* brand. These products are strategically designed to resonate with the maturing cannabis consumer trends, offering a fusion of quality, reliability, and heightened experiences.

"Our team at THC Biomed is dedicated to understanding and responding to the shifting preferences of cannabis enthusiasts," stated John Miller at THC Biomed. "With *Always Hi*, we've delved into a comprehensive research and development process to bring forth products that align with the discerning tastes and expectations of the modern cannabis consumer."

The newly developed range under the *Always Hi* brand encompasses an array of innovative offerings aimed at providing an enhanced and tailored experience for consumers seeking premium cannabis products. THC BioMed's commitment to quality assurance and meticulous product development ensures that each item delivers on the promise of excellence.

The *Always Hi* new product line includes the following:

- Live rosin beverage shots
- Ice Bubble Hash Beverage shot
- Live Rosin Gummies and Edibles
- Ice Bubble Hash Gummies and Edibles
- Dragons' Lettuce line of new Innovative pre rolls
- Stoned Freezable beverages

The launch of *Always Hi* signifies a pivotal moment for THC Biomed, marking the Company's dedication to continuous evolution and expansion within the cannabis market.

For more information, contact:

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About THC

About THC Biomed: THC Biomed is a leading cannabis company dedicated to producing high-quality, diverse cannabis products. With a focus on innovation and consumer satisfaction, THC Biomed strives to meet the evolving needs of cannabis enthusiasts through continuous research, development, and product excellence.

Forward-Looking Information:

This press release may include forward-looking information within the meaning of Canadian securities legislation, concerning the business of THC BioMed. Forward-looking information is based on certain key expectations and assumptions made by the management of THC BioMed. In some cases, you can identify forward-looking statements using words such as “will,” “may,” “would,” “expect,” “intend,” “plan,” “seek,” “anticipate,” “believe,” “estimate,” “predict,” “potential,” “continue,” “likely,” “could” and variations of these terms and similar expressions, or the negative of these terms or similar expressions. Forward-looking statements in this release include that (a) the new brand will meet the evolving needs of consumers and (b) each item will deliver on the promise of excellence. Forward-looking statements in this release are made as of the date of this press release and include that THC BioMed will be on the forefront of this rapidly growing industry. Although THC BioMed believes that the expectations and assumptions on which such forward-looking information is based are reasonable, undue reliance should not be placed on the forward-looking information because THC BioMed can give no assurance that they will prove to be correct. THC disclaims any intent or obligation to update publicly any forward-looking information, whether as a result of new information, future events or results or otherwise, other than as required by applicable securities laws.

The Canadian Securities Exchange (CSE) has not reviewed and does not accept responsibility for the adequacy or the accuracy of the contents of this release.