



## **RYAH Group Partners with the University of Milan to Develop Conversion Measurement Standards for Dry Herb Inhalation Therapies**

*First-of-its-kind universal milliliter to milligram calculation has potential to transform rapidly growing plant-based medicines sector*

**TORONTO** – July 19, 2021 -- via InvestorWire -- RYAH Group, Inc. (CSE:RYAH) (“RYAH” or the “Company”) is pleased to announce that it has entered into a strategic partnership with the University of Milan, a leading education and research institution, to develop and formalize universal milliliter (ml) to milligram (mg) conversion standards in dry herb cannabis inhalation therapies for its RYAH Smart Dry Herb Inhalers. The RYAH Smart Dry Herb Inhaler is an IoT-powered dry herb inhaler with an integrated volumetric airflow sensor that gives consumers the ability to track and control exactly how much they inhale.

In furtherance of the collaboration, a team of scientists at the University of Milan is expected to undertake a study that has the potential to transform the dry herb prescription domain. The data from the study is expected to be embedded into the RYAH MD platform, with the goal of enabling healthcare professionals to administer THC, CBD and terpenes in milliliters, which are then expected to automatically be converted into milligrams to allow for a customized, targeted patient inhalation session. The RYAH MD platform is designed for use by healthcare professionals to remotely monitor and control their patients' dosing regimens with RYAH's suite of dose-measuring products.

“Our collaboration with the University of Milan is expected to afford us an incredible opportunity to, among other things, rigorously map out how cannabis strains behave throughout a full heat-not-burn temperature spectrum at incremental volumes inhaled,” said Jordan Medley, head of product operations at RYAH. “This is a precedent-setting experiment that is expected to generate the data needed to facilitate an accurate milligram dosing experience with dry herb.”

The global market for inhalation drug delivery devices is predicted to reach [\\$17.6 billion](#) by 2027. Philip Morris International recently offered [£1 billion](#) to buy Vectura Group PLC, the British pharmaceutical company that develops inhaled medical products.

“RYAH is a recognized leader in dose control technology for plant-based medicine, and we are pleased to be in a position to support the study and establish a new standardization of monitoring and measuring inhalation therapies in plant-based medicines,” said Gabriella Roda, researcher at the Department of Pharmaceuticals at the University of Milan.

### **About RYAH Group, Inc.**

RYAH is a connected device and big data and technology company focused on valuable predictive analysis in the global medical plant and nutraceutical intake industry. Its robust artificial intelligence platform aggregates and correlates Health Insurance Portability and Accountability Act (HIPAA)-compliant patient data, which is intended to help doctors and patients personalize plant-based treatments to better predict treatment outcomes. The data collection is relevant for clinics, doctors, dispensaries and pharmaceutical companies and licensed processors (LPs) to monitor and manage formulation effects on patients and demographics. With a strong intellectual property portfolio, RYAH gathers deep and insightful data on the complete patient session and formulation life cycle.

### **Forward-Looking Statements**

*This press release contains certain forward-looking information and forward-looking statements within the meaning of applicable securities legislation (collectively "**forward-looking statements**"). All statements contained in this press release that are not statements of historical fact should be considered forward-looking statements. Forward-looking statements are often identified by terms such as "may," "should," "anticipate," "expect," "potential," "believe," "intend" or the negative of these terms and similar expressions. Specifically, forward-looking statements in this press release include, but are not limited to, statements related to (i) the Company's partnership with the University of Milan (including the anticipated timing and scope of the study to be undertaken by the university and the benefits expected to be realized therefrom); (ii) the potential for milligram to milliliter calculation to transform the plant-based medicines sector; (iii) the projected size and rate of growth of the plant-based medicines sector (including the global market for inhalation drug delivery devices); and (iv) expectations surrounding data from the study to be undertaken by the University of Milan being embedded into the RYAH MD platform and the anticipated benefits and advantages associated therewith. Forward-looking statements reflect the Company's current views and intentions with respect to future events based on current information available to the Company and are necessarily subject to certain risks and uncertainties that could cause actual results to differ materially from those expressed or implied in such forward-looking statements. Such risks and uncertainties include, without limitation, risks and uncertainties associated with or inherent in (i) the general business and economic conditions in the regions in which the Company operates; (ii) the expected benefits of the Company's product offerings and the anticipated results and experience of users thereof; (iii) the Company's ability to execute on key priorities, implement business strategies and/or pursue business opportunities; (iv) changes to, or the application of, laws and regulations; and (v) such other factors set out in the Company's public disclosure documents available under the Company's profile on SEDAR at [www.sedar.com](http://www.sedar.com). Readers are further cautioned that the assumptions used in the preparation of such forward-looking statements (including, but not limited to, the assumption that (i) the Company and its industry partners will obtain and maintain all necessary permits and authorizations to execute on their respective business priorities and objectives; (ii) the Company's financial condition and development plans do not change as a result of unforeseen events; (iii) there will continue to be a demand and market opportunity for the Company's product offerings; (iv) current and future economic conditions will neither affect the business and operations of the Company nor the Company's ability to capitalize on anticipated business opportunities; (v) the Company will be able to satisfy all conditions and requirements associated with its collaboration with the University of Milan; and (vi) the Company will be able to secure capital and financing on acceptable terms), although considered reasonable by management of the Company at the time of preparation, may prove to be imprecise and result in actual results differing materially from those anticipated, and, as such, undue reliance should not be placed on forward-looking statements. Should any such risk factor affect the Company in an unexpected manner, or should assumptions underlying the forward-looking information prove incorrect, the actual results or events may differ materially from the results or events predicted. Accordingly, readers are cautioned not to place undue reliance on forward-looking statements, as there can be no assurance that the plans, intentions or expectations upon which they are placed will occur.*

*The forward-looking statements included in this press release are made as of the date of this press release, and the Company does not undertake an obligation to publicly update such forward-looking statements to reflect new information, subsequent events or otherwise unless required by applicable securities laws. All forward-looking statements contained in this press release are expressly qualified by this cautionary statement.*

*This press release includes market and industry data that has been obtained from third-party sources, including industry publications. The Company believes that the industry data is accurate and that its estimates and assumptions are reasonable, but there can be no assurance as to the accuracy or completeness of this data. Third-party sources generally state that the information contained therein has been obtained from sources believed to be reliable, but there is no assurance*



*as to the accuracy or completeness of included information. Although the data is believed to be reliable, the Company has not independently verified any of the data from third-party sources referred to in this press release or ascertained the underlying economic assumptions relied upon by such sources.*

*Neither the Canadian Securities Exchange ("CSE") nor its Market Regulator (as that term is defined in the policies of the CSE) accepts responsibility for the adequacy or accuracy of this release.*

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