



Atlas Global Brands Debuts Brand Partnership with Snoop Dogg D*gg lbs to Launch in Israel This Summer

- *First shipment of D*gg lbs (pronounced “dog pounds”) from the Company’s EU GMP facility in Chatham, Ontario has arrived in Israel*
- *Two new SKUs of D*gg lbs are now available for retailers to purchase through Ontario Cannabis Stores (“OCS”)*
- *Up to six additional SKUs are expected to follow in August for retailers to purchase D*gg lbs through the OCS*

CHATHAM, ONTARIO and TEL-AVIV, ISRAEL / Executive Business Services / July 26, 2023 – Atlas Global Brands Inc. (“**Atlas Global**” or the “**Company**”) (CSE: ATL), a cannabis company with expertise across the value chain, announced today its first shipment of the Company’s latest brand, D*gg lbs a collaboration with world-renowned entertainer, Calvin Broadus Jr. a.k.a Snoop Dogg (“**Snoop Dogg**”) has arrived in Israel. Furthermore, the Company is pleased to announce that two D*gg lbs SKUs are now available for retailers to purchase through the OCS, with up to six additional SKUs scheduled to be available next month.

First Shipment of D*gg lbs Has Arrived in Israel

In February 2023, the Company entered into an exclusive licensing agreement with Snoop Dogg, granting Atlas use of the artist's name, image, logos, trademarks, and other authorized intellectual property to create, package, manufacture, distribute, sell, advertise, promote, and market a diverse range of cannabis products (“**Products**”).

On July 21, 2023, the Company’s first shipment of D*gg lbs from its Chatham, Ontario arrived in Israel and is expected to be packaged and available to pharmacies and patients in Israel in late August. Three new SKUs for this product are scheduled to be available for patients in Israel next month.

The D*gg lbs brand has sparked considerable interest in Israel and is anticipated to be eagerly embraced by patients upon its arrival. All flower is indoor-grown, hang-dried, and hand trimmed.

The collaboration between Snoop Dogg and Atlas Global extends beyond mere product offerings. The shared vision is cultivating a vibrant community and fostering meaningful connections with cannabis enthusiasts through education, advocacy, and interactive experiences. This includes organizing events, promoting responsible consumption, and supporting initiatives that contribute to the overall well-being and positive growth of the cannabis industry.



*Figure 1: Introducing D*gg lbs - A New Partnership Between Atlas Global and Snoop Dogg*

D*gg lbs Now Available at the OCS

D*gg lbs hit the shelves in Ontario Cannabis Stores earlier this month with two SKUs and up to six additional SKUs scheduled for August 2023.

Some of the new D*gg lbs SKUs include:

- Cryptic Chronic 3.5g flower (available now)
- Juicy OooWee 2 x 0.5g Distillate Infused Pre-rolls (available now)
- Lodi Dodi OG 3.5g flower (available in August)
- Cryptic Blueberry 1g Distillate Infused Blunt (available in August)
- Lodi Dodi OG 1g Blunt (available in August)
- Cryptic Chronic 2 x 0.5g Blunts (available in August)
- Cryptic Blueberry AIO 1g Vape (available in August)
- Juicy OooWee AIO 1g Vape (available in August)

“The flower, hardware and overall experience have been shaped by consumer insights,” said Bernie Yeung, CEO of Atlas Global. “We’re really proud to drop these products in the market and to continue expanding Snoop Dogg’s lineup of cannabis products.”



*Figure 2: D*gg lbs Available Now in Participating OCS Locations*

About Atlas Global Brands

Atlas Global is a global cannabis company operating in Canada and Israel with expertise across the cannabis value chain, including cultivation, manufacturing, marketing, and distribution. Atlas currently distributes to seven countries: Australia, Canada, Denmark, Germany, Israel, Norway, and the United Kingdom. In addition to a differentiated product mix, Atlas Global operates two licensed cannabis facilities: (1) an EU-GMP facility in Chatham, ON, and; (2) a GACP and IMC-GAP facility in Stratford, ON. Atlas Global also has a majority interest in three medical pharmacies in Israel and entered into binding agreements to acquire a majority interest in a trading house and six additional medical cannabis pharmacies in Israel. Learn more by visiting: www.atlasglobalbrands.com.

About D*gg lbs

D*gg lbs is Snoop Dogg's new line of cannabis products and hemp products, available in the major market in Canada and Israel, and soon to be available in the United States in the hemp market.

Contacts

Bernie Yeung
Chief Executive Officer
1-844-415-6961
invest@atlasglobalbrands.com

Alyssa Barry
Media and Investor Relations
1-833-947-5227
alyssa@irlabs.ca

Forward-Looking Information

This news release contains "forward-looking information" and "forward-looking statements" (collectively, "forward-looking statements") within the meaning of the applicable Canadian

securities legislation. All statements, other than statements of historical fact, are forward-looking and based on expectations, estimates and projections as of the date of this news release. Any statement that involves discussions concerning predictions, expectations, beliefs, plans, projections, objectives, assumptions, future events or performance (often but not always using phrases such as “expects” or “does not expect,” “is expected,” “anticipates” or “does not anticipate,” “plans,” “budget,” “scheduled,” “forecasts,” “estimates,” “believes” or “intends” or variations of such words and phrases or state that certain actions, events or results “may” or “could,” “would,” “might” or “will” be taken to occur or be achieved) are not statements of historical fact and may be forward-looking statements.

Forward-looking information in this news release is based upon assumptions that are subject to significant risks and uncertainties, including assumptions that or regarding, without limitation: the timing to complete the Annual and Interim Required Filings; the dates by which the Company intends to make the Required Annual and Interim Filings; the expected absence of an impact on the ability of other security holders to trade in the Company’s securities.

The forward-looking information reflects management’s current expectations based on information currently available and is subject to a number of risks and uncertainties that may cause outcomes to differ materially from those discussed in the forward-looking information, including unforeseen delays or events that could delay the filing of the Required Annual and Interim Filings within the anticipated timeline; the capacity of management may not be sufficient to complete the Required Annual and Interim Filings within the anticipated timeline.

Although the Company believes that the assumptions and factors used in preparing the forward-looking information are reasonable, undue reliance should not be placed on such information, and no assurance can be given that such events will occur in the disclosed time frames or at all. New risk factors emerge from time to time. It is impossible for the Company’s management to predict all risk factors, nor can the Company assess the impact of all factors on the Company’s business or the extent to which any factor, or combination of factors, may cause actual results to differ from those contained in any forward-looking information.

The forward-looking statements set forth herein concerning the Company reflect management’s expectations as of the date of this news release and are subject to change after such date. The Company disclaims any intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, other than as required by law.

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