

PharmaDrug Inc. Closes Transaction to Acquire First Smart Shop in the Netherlands and Now Initiates Major Push to Acquire Best of Breed High Traffic Locations

Toronto, Ontario--(Newsfile Corp. - September 21, 2020) - PharmaDrug Inc. (CSE: BUZZ) (OTC: LMLLF) ("**PharmaDrug**" or the "**Company**") is pleased to announce that its wholly-owned subsidiary Interrobang Ltd. (doing business as Super Smart) ("**Super Smart**") has closed the transaction to acquire the retail establishment specializing in the sale of psychedelic products that was previously announced in the Definitive Agreement signed on August 14, 2020.

Super Smart has commenced a ten-day transition period with the previous owner to co-manage the store and the Company will take effective control on October 1, 2020. The Smart Shop is located in the Town of Tiel, a municipality in central Netherlands, and will serve as an initial platform for Super Smart to build out and refine its new smart shop vision and a springboard to develop its brand and operations. Over the past few months, Super Smart has laid much of the groundwork needed to purchase the first store and as such began developing the organizational structure that will enable the company to make several more purchases and scale up more efficiently. The work includes hiring a country manager, setting up corporate structures, template legal contracts, financial controls and bank accounts.

By taking control of its first store, Super Smart can now start working towards its modern vision for the Smart Shop that will focus on an elevated experience that should improve the current opinion regarding psychedelics amongst the Dutch population. This will include education, micro dosing products and a broader introduction of functional mushrooms. We will also look to work with producers to help modernize the branding of the products sold in our shops.

Our consolidation plans will unify several shops under one collective system. This includes the store design and back end functionality of the stores POS and CRM. This will allow us to collect valuable customer information that will help in creating a unique customer experience for each individual. There will be an important education component with a training program established for all customer facing employees.

Harry Resin, President of Super Smart, commented, "Education will be a foundation upon which our stores will be built. Having worked in the cannabis industry in The Netherlands for more than fifteen years and in California for the last 5 years, I plan on taking my experience in brand building and bringing that to Slim Winkel, our Dutch psychedelic retail concept."

Acquisition and Store Expansion Strategy

Super Smart is still involved in active discussions with three additional smart shop owners in the Netherlands. While all three of those discussions are still ongoing, Super Smart is waiting to see the impact of the Covid pandemic on their sales to help determine the appropriate price. We believe the current resurgence should contribute to more attractive valuations. Additionally, the company has begun discussions with industry veterans who share in our vision and together we are contemplating opening new stores instead of acquiring existing ones. Vacancies are climbing across the country while rents are dropping in best of breed retail locations. We have already started looking for strategic locations in high traffic areas in top cities and towns. Additionally, management now believes that given the pandemic, it makes more sense to begin an online platform sooner.

About PharmaDrug Inc.

PharmaDrug Inc. is building an international controlled substance and natural medicine company with a

focus on Europe. The Company owns 80% of Pharmadrug GmbH, a German medical cannabis distributor, with a Schedule I European Union narcotics license allowing for the importation and distribution of medical cannabis to pharmacies in Germany and throughout the EU. The Company also owns 100% of Super Smart, an early-stage retail company focused on consolidating the fragmented Dutch smartshop market. Smartshops are retail establishments in The Netherlands that specialize in the sale of psychoactive substances including psychedelic truffles.

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