

PharmaDrug's Super Smart Launches Online Retail Platform in the United States

Toronto, Ontario--(Newsfile Corp. - May 17, 2021) - PharmaDrug Inc. (CSE: BUZZ) (OTC Pink: LMLLF) ("**PharmaDrug**" or the "**Company**") a specialty pharmaceutical company focused on the research, development and commercialization of controlled-substances and natural medicines such as psychedelics, cannabis and naturally-derived approved drugs, is pleased to announce that its Super Smart division has launched a Slim Winkel branded online retail platform in the U.S. that will focus on functional mushrooms.

The introduction of a specialty online shop featuring a carefully curated selection of functional mushrooms is a first for the category. The product offering is an initial curated assortment that will continuously grow as the team sources new products that meets the company's stringent guidelines. Visitors to the Slim Winkel e-commerce site will be treated to informative blogs and educational tips that will allow them to easily integrate the mushrooms into their lifestyle. Super Smart believes these educational resources are the backbone of the Slim Winkel concept. The Company believes that by providing these additional services its customers will have a deeper understanding of the benefits of Super Smart's product offering. The website was launched this morning with a domain name of slimwinkel.com.

"This store is the culmination of over two decades of personal experience with plant medicine, including superfoods and functional mushrooms, and I couldn't be more excited to launch," said Harry Resin, President of Super Smart. "My life has been positively impacted through the consumption of these products and I am thrilled to have the opportunity to share them with the world."

The decision to build and launch the online store is a result of the shift in Super Smart's short term strategy to establish an online presence while the lockdowns remained in effect. Although much of the U.S. has opened, The Netherlands has experienced a longer and stricter lockdown that is similar to or even stricter than lockdowns in Canada. As a result, the company decided that development of its brick and mortared strategy will have to put on hold. In the meantime, management believes that Super Smart is better off developing its brand and business by establishing an online retail strategy under its Slim Winkel brand. To that end, the strategy lent itself to also launching a platform in the U.S. where brand building and distribution could extend an even further reach. The platform in the U.S. will also enable Super Smart to capitalize on an already established distribution model should psychedelics legalize in the U.S.

The European Slim Winkel online store will be launched in the next two weeks. The website will sell psilocybin truffles as well as functional mushrooms in The Netherlands. The website will also service other parts of Europe, but without the access to psilocybin truffles. The bricks and mortar strategy will resume once management is confident the lockdowns have subsided. As previously mentioned, the Company has located several premium locations in Amsterdam for the building of a major flagship store. The buildout of that store is a core focus and management will move immediately to sign a lease and commence the build out as soon as the country opens up on a seemingly permanent basis. Management also still intends to follow through on a build out or acquisition of stores in 5 other identified cities in The Netherlands.

About PharmaDrug Inc.

PharmaDrug is a specialty pharmaceutical company focused on the research, development and commercialization of controlled-substances and natural medicines such as psychedelics, cannabis and naturally-derived approved drugs. The Company owns 80% of Pharmadrug Production GmbH, a German medical cannabis distributor, with a Schedule I European Union narcotics license and German EuGMP certification 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, a Dutch company building a modern adult use psychedelic retail business with an elevated and educational focus. PharmaDrug recently acquired Sairyo Therapeutics, a biotech company that specializes in researching and reformulating established natural medicines with a goal of bringing them through regulatory and research driven clinical trials.

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