

Pharmadrug's Supersmart Launches Psilocybin Online Retail Platform in the Netherlands

Toronto, Ontario--(Newsfile Corp. - June 7, 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 Netherlands and Europe.

The European Slim Winkel online store 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. Management believes launching the online smart shop will enable the company to establish and build its brand while the brick-and-mortar strategy was put on hold until the end of the pandemic. The website was launched this morning with a domain name of slim-winkel.nl.

The online strategy will benefit Super Smart in four distinct ways. Firstly, it will help establish the Slim Winkel brand and Super Smart's evolved Smart Shop concept. Secondly, it will enable the company to continue to curate quality products, which will eventually include its own branded psilocybin truffles in The Netherlands. Thirdly, it will enable Super Smart to continue to develop its psilocybin supply chain. Lastly, by introducing the store in other European countries, it will enable Super Smart to capitalize on an already established distribution model and psilocybin supply chain when other European countries legalize. This last point also includes the U.S. Slim Winkel platform.

The introduction of a specialty online smart shop featuring a carefully curated selection of both psilocybin truffles and functional mushrooms with educational content is a first for the smart shop industry. The current product offering is an initial curated assortment that will continuously grow as the team sources new products that meet the company's stringent guidelines. Visitors to the Dutch Slim Winkel e-commerce site will be treated to informative blogs and educational tips that will allow them to easily integrate functional mushrooms and psilocybin micro dosing 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.

"Our concept with Slim Winkel is to create a more modern retail experience in the space; one that blends information and education. We want to move away from a tourist centric approach to a lifestyle one. Our goal is to bring psychedelics out of the shadows and make micro dosing a normal part of everyday mental health" said Harry Resin, President of Super Smart. The brick-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 Sairiyo 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.

For further information, please contact:

Daniel Cohen, Chairman and CEO

dcohen@pharmadrug.co

(647) 202-1824

Caution Regarding Forward-Looking Information:

THE CANADIAN SECURITIES EXCHANGE HAS NOT REVIEWED NOR DOES IT ACCEPT RESPONSIBILITY FOR THE ADEQUACY OR ACCURACY OF THIS RELEASE.

This news release may contain forward-looking statements and information based on current expectations. These statements should not be read as guarantees of future performance or results of the Company. Such statements involve known and unknown risks, uncertainties and other factors that may cause actual results, performance or achievements to be materially different from those implied by such statements. Although such statements are based on management's reasonable assumptions, there can be no assurance that such assumptions will prove to be correct. We assume no responsibility to update or revise them to reflect new events or circumstances. The Company's securities have not been registered under the U.S. Securities Act of 1933, as amended (the "U.S. Securities Act"), or applicable state securities laws, and may not be offered or sold to, or for the account or benefit of, persons in the United States or "U.S. Persons", as such term is defined in Regulations under the U.S. Securities Act, absent registration or an applicable exemption from such registration requirements. This press release shall not constitute an offer to sell or the solicitation of an offer to buy nor shall there be any sale of the securities in the United States or any jurisdiction in which such offer, solicitation or sale would be unlawful. Additionally, there are known and unknown risk factors which could cause the Company's actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by the forward-looking information contained herein, such as, but not limited to dependence on obtaining regulatory approvals; the ability to locate additional supply of medical cannabis, owning interests in companies or projects that are engaged in activities currently considered illegal under United States federal law, changes in laws; limited operating history, reliance on management, requirements for additional financing, competition, hindering market growth; regulatory and political change. All forward-looking information herein is qualified in its entirety by this cautionary statement, and the Company disclaims any obligation to revise or update any such forward-looking information or to publicly announce the result of any revisions to any of the forward-looking information contained herein to reflect future results, events or developments, except as required by law.



To view the source version of this press release, please visit

<https://www.newsfilecorp.com/release/86711>