

**Icanic Brands Company, Inc.**  
Suite 810, 789 West Pender Street  
Vancouver, British Columbia, Canada V6C 1H2

## **Icanic Brands Receives Over \$1,000,000 Cash Injection via Exercise of Warrants**

VANCOUVER, BRITISH COLUMBIA – March 15, 2021 – Icanic Brands Company, Inc. (CSE: ICAN, OTCQB: ICNAF) (“**Icanic Brands**” or the “**Company**”), a multi-state brand operator of premium Cannabis brands in California and Nevada, is pleased to announce the Company has thus far received \$1,083,773 from the exercise of warrants during Q1-2021.

In addition to the Company being cash flow positive, the receipt of over \$1,000,000 from the exercise of warrants helps strengthen the Company’s financial resources and balance sheet.

“The exercise of the warrants is another great step for our company to further strengthen our balance sheet,” said Brandon Kou, CEO of Icanic Brands. “This vote of confidence from our investors is validation for our team and continues to show us we are moving in the right direction on a daily basis. We are excited to be able to utilize this additional capital in meaningful ways to further increase shareholder value”.

Icanic Brands would also like to announce the Company has entered into a 6 month marketing and consulting contract with North Equities Corp., (“North Equities”). North Equities will facilitate greater investor engagement and widespread dissemination of the Company’s news as well as increase the Company’s current social media presence.

In accordance with the terms of the agreement, the Company will issue North Equities 183,150 common shares (the “Shares”) at a deemed price of \$0.546 per share, for a 6-month engagement ending September 12, 2021. The Shares are priced by calculating the 7-day volume-weighted average trading price of the Company’s common shares for the 7 trading days prior to the execution of the Agreement. All Shares issued are subject to a statutory 4-month hold period.

### **About North Equities:**

The North Equities team has more than 100 team-years of equity experience and has helped more than 200 companies acquire more than 120k+ investors combined. With the perfect combination of expertise, tactics, and a track record in fundraising and marketing, North Equities has created the next evolution of investor engagement and marketing.

## **About Icanic Brands Company, Inc.**

Icanic Brands Company, Inc. is a leading cannabis branded products manufacturer based in California & Nevada, the largest and most competitive cannabis markets in the world. The company's mission is to make cannabis safe and approachable - that starts with manufacturing high-quality products delivering consistent experiences.

For more information, please visit the company's website at: [www.icaninc.com](http://www.icaninc.com).

## **About Ganja Gold**

Ganja Gold, Inc., a wholly-owned subsidiary of Icanic Brands Company, Inc. (CSE: ICAN, OTCQB: ICNAF), is the premier brand of infused pre-rolls in the state. Ganja Gold focuses on using only the best available flower and concentrates with state of the art proprietary technology to create connoisseur level pre-rolls unseen in the marketplace. With our flagship Tarantula™, Ganja Gold continues to set the bar in quality and experience.

For more information about Ganja Gold, visit their website at [www.ganjagold.com](http://www.ganjagold.com)

## **ICANIC BRANDS COMPANY INC.**

Per: "Brandon Kou"  
*Chief Executive Officer*

**For further information about Icanic Brands, please contact the Company at:**

Email: [ir@icaninc.com](mailto:ir@icaninc.com)

Phone: (778)999-4226

*The CSE does not accept responsibility for the adequacy or accuracy of this release.*

*Neither the Canadian Securities Exchange nor its Market Regulator (as that term is defined in the policies of the Canadian Securities Exchange) accepts responsibility for the adequacy or accuracy of this release. The Canadian Securities Exchange has not in any way passed upon the merits of the proposed transaction and has neither approved nor disapproved the contents of this press release.*

This news release may include forward-looking statements that are subject to risks and uncertainties. All statements within, other than statements of historical fact, are to be considered forward looking. Although the Company believes the expectations expressed in such forward-looking statements are based on reasonable assumptions, such statements are not guarantees of future performance and actual results or developments may differ materially from those in forward-looking statements. Factors that could cause actual results to differ materially from those in forward-looking statements include market prices, exploitation and exploration successes, continued availability of capital and

financing, and general economic, market or business conditions. There can be no assurances that such statements will prove accurate and, therefore, readers are advised to rely on their own evaluation of such uncertainties. We do not assume any obligation to update any forward-looking statements except as required under the applicable laws.