



MYDECINE[™]
MEDICINE EVOLVED

Mydecine Innovations Group Renews Native Ads Engagement For Digital Media Marketing

Board of Directors adopt formal Social Media Policy

NEW YORK, January 19, 2021 — Mydecine Innovations Group (CSE: MYCO) (OTC: MYCOF) (FSE: ONFA) (“Mydecine” or the “Company”), an emerging biopharma and life sciences company committed to the research, development, and acceptance of alternative nature-sourced medicine for mainstream use, announced the re-engagement of Native Ads Inc. (“Native Ads”) to provide and manage an ongoing comprehensive digital media marketing campaign for the Company.

In connection with the engagement, the Company has entered into a master services agreement (the “Services Agreement”) with Native Ads, pursuant to which they will primarily be tasked with providing the following services:

- (a) Content Development: Content Creation; Video Production, Video Editing, Image Curation.
- (b) Web Development: Website creation, Landing Page creation, Software Setup and configuration.
- (c) Media Buying & Distribution: Digital Advertisement Placement, Sponsored Article Placement, Native Advertisement Distribution, Display Advertisement Distribution, Video Advertisement Distribution, Email Distribution, Push Notification Distribution, Search Engine Marketing.
- (d) Campaign Reporting & Optimization: Analytical Reporting, Campaign Bidding Adjustments, Campaign Schedule Adjustments, and Campaign Budget Allocation Adjustments.

The Services Agreement has a twelve (12) month term with a total payment value of \$400,000 CAD. A budget of \$300,000 from this payment will be allocated for digital advertising, paid distribution, and media buying over the campaign period, and \$100,000 will be allocated for content creation, consulting, managed services and management fees over the course of the campaign period. Neither Native Ads nor any of its directors and officers own any securities of the Company.

Since commencing trading as Mydecine Innovations Group, Inc. on June 5, 2020, the Company has engaged the following third parties to provide investor relations, public relations, marketing, advertising and other related activities including: KCSA Strategic Communication, Native Ads, Inc., and Hybrid Financial.

About Native Ads Inc.

Native Ads owns and operates a proprietary ad exchange with over 80 integrated SSPs (supply side platforms) resulting in access to 3-7 billion daily North American ad impressions.

The full-service ad agency arm leverages its proprietary platform and traffic buying methodologies to assist issuer clients with high volume content dissemination to appropriate audiences at the appropriate times.

About Mydecine Innovations Group

Mydecine Innovations Group™ (CSE: MYCO) (OTC:MYCOF) (FSE:ONFA) is an emerging biotech and life sciences company dedicated to developing and commercializing innovative solutions for treating mental health problems and enhancing vitality. The company's world-renowned medical and scientific advisory board is building out a robust R&D pipeline of nature-sourced psychedelic-assisted therapeutics, novel compounds, therapy protocols, and unique delivery systems. Mydecine has exclusive access to a full cGMP certified pharmaceutical manufacturing facility with the ability to import/export, cultivate, extract/isolate, and analyze active mushroom compounds with full government approval through Health Canada. Mydecine also operates out of a state-of-the-art mycology lab in Denver, CO to focus on genetic research for scaling commercial cultivation of rare (non-psychedelic) medicinal mushrooms.

At the heart of Mydecine's core philosophy is that psychedelic-assisted psychotherapy will continue to gain acceptance in the medical community with many of the world's best accredited research organizations demonstrating its remarkable clinical effectiveness. Mydecine recognizes the responsibility associated with psychedelic-assisted therapy and will continue to position itself as a long-term leader across the spectrum of clinical trials, research, technology, and global supply. Mydecine has also successfully completed multiple acquisitions since its inception.

Learn more at: <https://www.mydecine.com/> and follow us on [Facebook](#), [Twitter](#), and [Instagram](#).

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For further information about Mydecine Innovations Group, Inc., please visit the Company's profile on SEDAR at www.sedar.com or visit the Company's website at www.mydecine.com.

The Canadian Securities Exchange has neither approved nor disapproved the contents of this news release and accepts no responsibility for the adequacy or accuracy hereof. This news release contains forward-looking statements, which relate to future events or future performance and reflect management's current expectations and assumptions. Such forward-looking statements reflect management's current beliefs and are based on assumptions made by and information currently available to the Company. Readers are cautioned that these forward-looking statements are neither promises nor guarantees, and are subject to risks and uncertainties that may cause future results to differ materially from those expected including, without limitation, the availability and continuity of financing, the ability of the Company to adequately protect

and enforce its intellectual property, the Company's ability to bring its products to commercial production, continued growth of the global adaptive pathway medicine, natural health products and digital health industries, and the risks presented by the highly regulated and competitive market concerning the development, production, sale and use of the Company's products. Although the Company has attempted to identify important factors that could cause actual results to differ materially from those contained in forward-looking information, there may be other factors that cause results not to be as anticipated, estimated or intended. There can be no assurance that such information will prove to be accurate, as actual results and future events could differ materially from those anticipated in such information. These forward-looking statements are made as of the date hereof and the Company does not assume any obligation to update or revise them to reflect new events or circumstances save as required under applicable securities legislation. This news release does not constitute an offer to sell securities and the Company is not soliciting an offer to buy securities in any jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of such jurisdiction. This news release does not constitute an offer of securities for sale in the United States. These securities have not and will not be registered under United States Securities Act of 1933, as amended, or any state securities laws and may not be offered or sold in the United States or to a U.S. Person unless so registered, or an exemption from registration is relied upon.

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