GCAC Announces Commercial Launch of Medical Cannabis Efficacy App

Efixii platform connects cultivators to consumers while promoting product transparency.

The new app allows consumers to rate cannabis efficacy, earn rewards, and purchase reports.

Vancouver, British Columbia, Canada, December 15, 2020 – **Global Cannabis Applications Corp.** ("**GCAC"** or the "**Company"**) (**CSE: APP, FSE: 2FA, OTCQB: FUAPF**), a leading medical cannabis platform, today announced the launch of Efixii, its medical cannabis efficacy consumer-app; continuing its focus on the benefits that efficacy-truths bring to the Canadian medical cannabis and adult-use markets, which are forecast to grow to CA$4.1 billion in 20211. The new Efixii app provides numerous free services to consumers as well as premium subscription services. Prices start at $0.99 per month for a single, personalized cannabis efficacy report for a patient. Prices increase for medical cannabis efficacy trend analyses or AI-driven product guidance based on a patient's symptoms. All in-app premium reports are based on the Efixii lifecycle-data that the GCAC platform acquired from cultivators, labs. and consumers.
To bring medical cannabis consumption to the next level, GCAC delivers a suite of seed to sale cannabis lifecycle attestation technologies. The new Efixii app is a consumer view leveraging GCAC's proprietary big-data set. Valuable lifecycle details such as mother plant genomic sequence, and advanced batch-to-batch comparisons, serve to enhance medical cannabis reproducibility and deliver trustworthy efficacy results that patients can rely on when deciding to medicate with cannabis.
GCAC's CEO, Brad Moore: "We're excited to break cover and commercially launch Efixii as the premier medical cannabis efficacy platform. Over the last four years, we have established GCAC as one of the most exclusive, results-driven medical cannabis technologies in Canada and beyond. The launch of our new online business will propel our platform to the next level. We are now focussed on an intensive marketing campaign to attract medical cannabis growers so they can provide truthful cannabis lifecycle data to their consumers by using the GCAC suite of technologies. Over the next 12 months, we have set an achievable goal of attracting 10 new growers cultivating 34 million grams of cannabis with an Efixii QR code on each packaged gram. We believe that this means over 110,000 subscribers will have access to better medical cannabis products, creating better patient outcomes."
All Efixii medical cannabis efficacy contributions remain the intellectual property ("IP") of GCAC. Securing GCAC's IP creates an inherent difficulty in replicating, or directly competing with, GCAC's medical cannabis datasets and technology solutions. The company believes this makes GCAC one of the most complete and exciting efficacy platforms in the cannabis space.[1]

[1] https://www.yahoo.com/news/which-pot-stocks-will-survive-cannabis-bankruptcy-risk-131732204.html

About Global Cannabis Applications Corp.

Global Cannabis Applications Corp. is a global leader in designing, developing, marketing and acquiring innovative data technologies for the medical cannabis industry. The Citizen Green and Efixii platforms are the world's first end-to-end - from patient to regulator - medical cannabis data solution. It uses six core technologies: mobile applications, artificial intelligence, RegTech, smart databases, Ethereum blockchain and GCAC smart rewards to qualify candidates for clinical trials. These technologies facilitate the proliferation of digital conversations by like-minded people in the medical cannabis community. Driven by digital and cannabis industry experts, GCAC is focused on viral global expansion by providing the best digital experience in the cannabis market.

For more Company information, please visit www.cannappscorp.com, or review its profiles on www.sedar.com and on the Canadian Securities Exchange's website www.thecse.com.

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Forward-Looking Information

This news release may include forward-looking information within the meaning of Canadian securities legislation, concerning the business of GCAC. Forward-looking information is based on certain key expectations and assumptions made by the management of GCAC. Although management of the company believes that the expectations and assumptions on which such forward-looking information is based are reasonable, undue reliance should not be placed on the forward-looking information because GCAC can give no assurance that they will prove to be correct. Forward-looking statements contained in this news release are made as of the date of this news release. GCAC disclaims any intent or obligation to update publicly any forward-looking information, whether as a result of new information, future events or results or otherwise, other than as required by applicable securities laws.

The Canadian Securities Exchange has not reviewed and does not accept responsibility for the adequacy and accuracy of this information.