



Global Cannabis Applications Corporation

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## **CEO, Brad Moore, Asked to Deliver Keynote Speech at CannX 2022**

Honour follows as the Company announces close of large revenue deal

**Vancouver, British Columbia, Canada, March 15 – Global Cannabis Applications Corp. ("GCAC" or the "Company") (CSE: APP, FSE: 2FA, OTCQB: FUAPF)**, a leading medical cannabis chain-of-custody compliance and data platform announces CEO Brad Moore has delivered a virtual keynote speech at CannX 2022 taking place in Tel Aviv, Israel, on March 14-15, 2022.

Medical Cannabis leaders from around the globe will be meeting in person at the CannX: The 6<sup>th</sup> International Medical Cannabis Conference to exchange the latest science, business, and cultivation knowledge. The conference connects “the world’s most influential scientists, clinicians, entrepreneurs, investors, policymakers and thought leaders for the ultimate opportunity to make an impact in the field.” [1]

Brad Moore says, “We are honoured to be invited to showcase our Efixii platform. With robust compliance and stronger sales, it surpasses the outdated seed-to-sale model by improving our knowledge of the plant, measuring efficacy, and creating superior consumer experiences.”

GCAC’s Efixii platform is the first patented blockchain-based solution for the cannabis industry. It delivers trusted, certified, regulatory compliant cannabis products that benefit all consumers.

Efixii records every step in the cannabis lifecycle from the cultivator to the consumer and back. Using the SeedtoSeed™ real-time feedback loop, the continuous flow of information lets cultivators understand how their product works and improve consistency. Regulators, law enforcement, manufacturers, retailers, and consumers see trusted data. Scanning an Efixii QR code tells the whole story, including reviews from other consumers for better choices.

AI and deep learning algorithms analyze thousands of consumer experiences to measure 'one gram grown, one gram consumed,' and establish efficacy. Medical professionals can prescribe cannabis strains with improved accuracy, and patients realize the benefits of this knowledge. Targeted, high-quality cannabis treatment offers impressive capabilities.

Brad says, “The seed-to-sale model that has guided the industry thus far has critical flaws. The most important is a failure to connect all stakeholders. Simply getting cannabis to the market fails patients. It’s time to move beyond the outdated model using transparent technology to meet compliance, grow sales, establish baselines, and improve consumer experiences. We showed this is possible in our most recent announcement where over 10million grams will be cultivated using Efixii.”[2]

Efixii is licensed to cultivators in a SaaS model and is a free-to-use app for cannabis consumers. All cannabis sold through the Portal generates a new sales-commission revenue stream for GCAC. Efixii’s cannabis data is the intellectual property (“IP”) of GCAC. This IP creates an inherent difficulty in replicating or competing with GCAC’s cannabis datasets. GCAC defined their



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protocols in a provisional U.S. patent application, ‘System of Process and Tracking Cannabis Products and Associated Method Using Blockchain’ filed with the USPTO on Dec. 17, 2020.

[1] <https://telaviv.cannx.org/>

[2] <https://newsroom.cannappscorp.com/211847-gcac-signs-definitive-agreement-with-us-1-5m-in-revenue>

### **About Global Cannabis Applications Corp. “GCAC”**

GCAC is a global leader in designing, developing, SaaS licensing 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 solutions. They use six core technologies: mobile applications, artificial intelligence, RegTech, smart databases, Ethereum blockchain and GCAC smart rewards. These technologies transparently disclose cannabis chain-of-custody events, thereby enabling patients to provide crowd-sourced medical cannabis efficacy data. Driven by digital and cannabis industry experts, GCAC is focused on generating revenue from SaaS licensing its technology and acquiring high-quality cannabis datasets that improve patient outcomes and become the world’s largest cannabis efficacy data provider.

For more Company information, please visit [www.cannappscorp.com](http://www.cannappscorp.com), or review its profiles on [www.sedar.com](http://www.sedar.com) and on the Canadian Securities Exchange's website [www.thecse.com](http://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.*

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