

GCAC Engages Leading Marketing Firm to Drive Sales and Awareness

- Strategy part of broader 2022 revenue focused initiatives -

Vancouver, British Columbia, Canada, May 3, 2022 – 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 that the Company has entered into 6-month marketing and consulting agreement with Toronto-based marketing firm, North Equities Corp. (the “Agreement”). North Equities Corp. (“North Equities”) specializes in various social media platforms and will be able to facilitate greater awareness and widespread dissemination of the Company's news releases and corporate developments.

North Equities will provide marketing services to communicate to the financial and cannabis communities information about the Company and its products. A dedicated brand ambassador will lead this engagement and announcements on GCAC’s YouTube Channel [1], social media and other driving mediums including influencer-based videos and written articles. Additionally, North Equities will post information about the Company and its products on North Equities owned channels, such as Twitter.

In connection with the Agreement, the Company will pay North Equities a total of CAD\$100,000 and issue an aggregate of 585,000 stock options, each exercisable into a common share of the Company at a price of CAD\$0.05, to North Equities.

CEO Bradley Moore stated, “After posting a record thirty plus press releases[2] in 2021 and announcing our Canadian medical license, revenues of USD\$1.5M, deal opportunities in South Africa, the launch of the ESG initiative, and much much more this year already, GCAC has an important story to tell both to customers and the investment community. We believe that North Equities with their unique and proven social approach is the right partner to assist GCAC in gaining exposure.”

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 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 December 17, 2020.

[1] <https://www.youtube.com/channel/UCZkTWxcycLUPNy0GvVcM1vQ>

[2] <https://newsroom.cannappscorp.com/>



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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, 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, or review the Company's profiles on www.sedar.com and on the Canadian Securities Exchange's website at 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.