



NeonMind Retains Edge Communications Group for Investor Relations

Vancouver, B.C. – January 5, 2021: [NeonMind Biosciences Inc. \(CSE: NEON\)](#) (“NeonMind”) is pleased to announce that it has retained Edge Growth Holdings Corporation (“**Edge Communications Group**” or “**Edge**”) for strategic investor relations and capital markets communications services.

Edge Communications Group is a team of capital markets communications professionals with a specific focus on engaging the millennial and gen z investor demographic. As referenced by Bloomberg, the target audience of Edge is a cohort of investors that have increased their trading during the pandemic at a rate far higher than that of the broader population, yet most public companies and investor relations agencies do not have the understanding for how to effectively capture the attention of this newly activated segment of investors.

Edge is a full spectrum investor communications agency that combines traditional investor relations functions such as press release writing, phone and email management with new age platforms such as Instagram, TikTok, Discord & WhatsApp. Best known for its financial media arm by the name of Edge Investments, Edge has expanded its service offerings to provide an end-to-end investor communications service.

The objective of Edge is to provide transparent, consistent, and high-quality investor outreach to create awareness of public companies in a way that is innovative, cost effective and truly unique.

Under the terms of the six month agreement, NeonMind will pay Edge Communications Group a monthly fee of CAD \$10,000 for ongoing strategic communication services.

About NeonMind Biosciences Inc.

NeonMind is developing and commercializing products that contain legal medicinal mushrooms and products that may contain psychedelic compounds. Its first proposed drug candidate involves the administration of psilocybin (a complex organic compound found in psychedelic mushrooms) as a treatment for obesity and related illnesses for which NeonMind has started a preclinical trial at the University of British Columbia. NeonMind has filed five U.S. provisional



patent applications claiming methods of aiding in weight loss, treating compulsive eating disorder, treating obesity or a complication of obesity, and/or altering the diet of an individual by administering psilocybin and/or other psychedelic compounds or their analogues or by administering psilocybin or its analogue in conjunction with therapy or other treatments. NeonMind is also pursuing commercialization of its catalogue of proprietary medicinal mushroom product formulas. It recently launched a collection of four mushroom-infused coffees containing medicinal mushrooms such as Lion's Mane, Turkey Tail, Reishi and Cordyceps. The NeonMind eCommerce platform launched in November 2020 at www.neonmind.com for direct to consumer sales of these products.

For more information on NeonMind, go to www.NeonMindbiosciences.com or buy NeonMind mushroom infused coffee at www.NeonMind.com.

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The Exchange has not reviewed, approved or disapproved the contents of this news release.

Cautionary Statement Regarding Forward-Looking Statements

Certain statements contained in this press release constitute forward-looking information. These statements relate to future events or NeonMind's future performance. The use of any of the words "could", "expect", "believe", "will", "projected", "estimated" and similar expressions and statements relating to matters that are not historical facts are intended to identify forward-looking information and are based on NeonMind's current belief or assumptions as to the outcome and timing of such future events. Actual future results may differ materially. In particular, NeonMind's stated use of proceeds and its expectation as to the continuation of its preclinical trial, development of its intellectual property and other steps in its drug development constitute forward-looking information. Actual results and developments may differ materially from those contemplated by forward-looking information. Readers are cautioned not to place undue reliance on forward-looking information. The statements made in this press release are



made as of the date hereof. NeonMind disclaims any intention or obligation to publicly update or revise any forward-looking information, whether as a result of new information, future events or otherwise, except as may be expressly required by applicable securities laws.