



NeonMind Engages North Equities for Social Media Marketing Services

Vancouver, B.C. – February 19, 2021: NeonMind Biosciences Inc. (CSE: NEON) (FFE: 6UF) (“NeonMind” or the “Company”) a psychedelic drug development company, is pleased to announce that it has entered into a 6 month marketing and consulting contract with Toronto-based marketing firm, North Equities Corp. (the “Contract”). North Equities specializes in various social media platforms, and will be able to facilitate greater investor and consumer engagement and widespread dissemination of the Company’s news.

In addition to press releases, North Equities will be posting important information and updates through videos from the official NeonMind YouTube channel.

Jason Coles, CEO at North Equities expressed his confidence in North Equities’s ability to create value for NeonMind stakeholders: “We are very excited to be able to enhance NeonMind exposure during this significant period in the company’s life cycle. Through our marketing capabilities on social media platforms, we intend to widen the communication outreach while providing up to date information about NeonMind to a bigger audience.”

About North Equities

The North Equities team has more than 100 team-years of equity experience and has helped more than 200 companies acquire more than 120k+ investors combined. With the perfect combination of expertise, tactics, and a track record in fundraising and marketing, North Equities has created the next evolution of investor engagement and marketing.

About NeonMind Biosciences Inc.

NeonMind has two divisions, a consumer products division with a focus on functional mushroom infused products, and a pharmaceutical division engaged in drug development of psychedelic compounds. NeonMind’s consumer division currently sells 4 NeonMind branded coffee products in Canada through NeonMind’s direct to consumer e-commerce platform. In its pharmaceutical division, NeonMind’s first drug candidate involves psilocybin (a complex organic compound found in psychedelic mushrooms) as a treatment for obesity and related



illnesses for which NeonMind is conducting a preclinical trial at the University of British Columbia. NeonMind's intellectual property includes methods of aiding in weight loss, treating compulsive eating disorder, treating obesity and complications of obesity by administering psilocybin or other psychedelic compounds.

NeonMind's team includes experts in obesity, psychiatry, psychology, neuroscience, and intellectual property and executives with experience from leading consumer product and pharmaceutical companies. Jeff B. Smith, one of NeonMind's directors, brings more than 20 years of experience, including executive roles such as Company Group Chairman, at Johnson and Johnson Consumer Companies. Rob Tessarolo, NeonMind's President and CEO, has 25 years of experience in the pharmaceutical industry and has acted as Chief Executive Officer in several drug development companies, including Cipher Pharmaceuticals Inc. and Mind Medicine (Mindmed) Inc. Trevor Millar, NeonMind's Chief Psychedelic Officer, was formerly the Chair of MAPS Canada and has extensive experience in the treatment of substance abuse disorder using psychedelic substances.

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 Canadian Securities 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 drug development plans, its ability to retain key personnel, and its expectation as to the development of its intellectual property and other steps in its preclinical and clinical 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.