



NeonMind Engages KCSA Strategic Communications to Provide Public Relations and Investor Relations Services

Vancouver, B.C. – May 05, 2021: NeonMind Biosciences Inc. (CSE: NEON) (OTC: NMDBF) (FSE: 6UF) (“NeonMind”, or the “Company”), an integrated drug development and wellness company focused on the potential therapeutic uses of psilocybin for treating obesity and weight management conditions, is pleased to announce that it has entered into an agreement with KCSA Strategic Communications (“KCSA”) to provide public relations and investor relations services. KCSA is a fully integrated communications consultancy with a creative and strategic approach to public relations, investor relations and social media.



“We are pleased to partner with KCSA to help us broaden our exposure to the investment community and to represent us in the media,” said Robert Tessarolo, President & CEO of NeonMind. “NeonMind is entering an exciting stage in its development, having recently announced our new medical services division to deliver innovative treatments for a range of mental health needs while continuing to advance our psilocybin drug development programs targeting obesity. KCSA has the experience and expertise to most effectively reach our target



audiences and we are excited to work with them as we continue to execute our growth strategy.”

Jeffrey Goldberger, Managing Partner and Principal of KCSA Strategic Communications, commented, “At KCSA, our professionals have a deep understanding and extensive expertise in the clinical psychedelics industry. NeonMind’s goal is to unlock the untapped potential of psychedelic therapies for the treatment of obesity. We look forward to supporting them in their efforts by implementing this communications plan grounded in best practices.”

NeonMind’s agreement with KCSA commenced on April 17, 2021.

About NeonMind Biosciences Inc.

NeonMind is engaged in developing clinical treatments and wellness products to address obesity and weight management conditions and to promote health and wellness. NeonMind has three divisions, a pharmaceutical division engaged in the development of psychedelic compounds, a medical services division focused on launching specialty mental health clinics that integrate psychedelic therapeutics into traditional psychotherapy settings, and a consumer products division with a focus on mushroom-infused products. In its pharmaceutical division, NeonMind has two distinct psilocybin drug development programs targeting obesity. In its pharmaceutical division, NeonMind has two distinct psilocybin drug development programs targeting obesity. NeonMind’s first drug candidate employs psilocybin as an agonist to the serotonin receptor 5-HT_{2A}, which is involved in the hallucinogenic effect of psychedelics. The Company’s second drug candidate employs low-dose psilocybin as an agonist to the 5-HT_{2C} receptor, which controls appetite.

NeonMind established a medical services division with the goal of launching NeonMind-branded specialty mental health clinics in Canada that incorporate evidence-backed innovative treatments to address a variety of mental health needs.

NeonMind’s consumer division currently sells NeonMind branded coffee products in Canada through NeonMind’s direct to consumer e-commerce platform, and it has plans to launch dietary supplements in the United States this quarter.

For more information on NeonMind, go to www.NeonMindBiosciences.com.

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The Canadian Securities Exchange has not reviewed, approved nor 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.