



Avicanna Announces Participation in a Medical Cannabis Real-World Evidence (MC-RWE) Research Study Led by the University Health Network in Partnership with Medical Cannabis by Shoppers™ using its Rho Phyto™ Advanced Medical Cannabis Formulary of Products

The Rho Phyto portfolio contains a full formulary of products including oil drops, sublingual sprays, capsules, and topicals that have controlled dosing, enhanced absorption and stability studies supported by pre-clinical data which will be available exclusively on the Medical Cannabis by Shoppers™ online portal by the end of July 2020.

This first-of-its-kind Canadian study is led by Dr. Hance Clarke, Director of Pain Services at Toronto General Hospital, and will examine the efficacy of a select group of medical cannabis products including Avicanna's Rho Phyto line of products on patient reported outcomes of pain, sleep and anxiety.

This specific study is aligned and in parallel with Avicanna's comprehensive clinical program of other real-world evidence studies involving the Rho Phyto products and clinical trials on its pharmaceutical pipeline with world-class, Toronto-based medical institutions.

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Toronto, Ontario – July 15, 2020 – Avicanna Inc. ("**Avicanna**" or the "**Company**") (TSX: AVCN) (OTCQX: AVCNF) (FSE: ONN), a biopharmaceutical company focused on the development, manufacturing and commercialization of plant-derived cannabinoid-based products is pleased to announce that its Rho Phyto™ product line of advanced medical cannabis products will be the subject of a Medical Cannabis Real-World Evidence study ("**MC-RWE Study**") led by Dr. Hance Clarke of the University Health Network ("**UHN**") in Toronto, Canada. The Rho Phyto products were developed in accordance with the recent Health Canada Cannabis 2.0 regulations that allow for more advanced, higher quality, medical cannabis product offerings. These products have been tested for prolonged stability, enhanced absorption, controlled delivery and other properties, in collaboration with Dr. Christine Allen's research group at the Leslie Dan Faculty of Pharmacy, University of Toronto.



The Rho Phyto medical cannabis product line is a full formulary that includes sublingual sprays, oil drops, capsules, and topicals of various cannabinoid ratios, namely THC and CBD. By offering a variety of delivery systems, the medical community has the possibility to select the appropriate Rho Phyto product to suit a range of medical conditions such as pain relief, which may require either a fast onset of action or prolonged duration of effect over the course of treatment. The products are manufactured under good manufacturing practice (“GMP”) in partnership with MediPharm Labs Inc. to ensure batch-to-batch consistency and high-quality products. The manufacture of the Rho Phyto products in accordance with GMP standard allows for data derived from this MC-RWE Study to provide early insights into Avicanna’s ongoing and future directions of pharmaceutical development. Avicanna remains committed to patient safety and product consistency which is why all products subject to the MC-RWE Study are tested by Sigma Analytical and tracked by TruTrace Blockchain Technologies.

Dr. Justin Grant, Avicanna's Executive Vice President of Scientific Affairs commented, "After 3 years of collaborating with world-class Toronto-based researchers and clinicians including those at the University of Toronto and UHN, we are excited to offer the most consistent formulary of advanced medical cannabis products to prescribers and principal investigators, including Dr. Clarke, to further demonstrate the potential therapeutic efficacy of cannabinoids."

Avicanna’s Rho Phyto products will be exclusively available to patients through the Medical Cannabis by Shoppers online portal in addition to UHN clinicians through the MC-RWE Study by the end of July 2020. Additionally, Avicanna and Medical Cannabis by Shoppers are co-hosting a medical symposium in line with the launch of the Rho Phyto product line entitled, “*MEDICAL CANNABIS 2.0: Advancements in Cannabinoid Research, Product Offerings and Patient Access*”. The symposium will be held on a virtual platform on July 21, 2020 and will include Dr Clarke’s presentation “*Real World Evidence and The Future of Medical Cannabis / Cannabinoid medicine for Pain Management*” that will provide further insights on the MC-RWE Study. For registration and more information please visit (<https://www.avicanna.com/symposium/>).

About Avicanna Inc.

Avicanna is an Ontario, Canada based corporation focused on the development, manufacturing, and commercialization of plant-derived cannabinoid-based products through its two main business segments, cultivation and research and development.

Avicanna's two majority-owned subsidiaries, Sativa Nativa S.A.S. and Santa Marta Golden Hemp S.A.S., both located in Santa Marta, Colombia are the base for Avicanna's cultivation activities. These two companies are licensed to cultivate and process cannabis for the production of cannabis extracts and purified cannabinoids including cannabidiol (CBD) and tetrahydrocannabinol (THC).

Avicanna's research and development business is primarily conducted out of Canada at its headquarters in the Johnson & Johnson Innovation Centre, JLABS @ Toronto. Avicanna's scientific team develops products, and Avicanna has also engaged the services of researchers at the Leslie Dan Faculty of Pharmacy at the University of Toronto for the purpose of optimizing and improving upon its products.

Avicanna's research and development and cultivation activities are focused on the development of its key products, including plant-derived cannabinoid pharmaceuticals, phyto-therapeutics, derma-cosmetics, and Extracts (defined as plant-derived cannabinoid extracts and purified cannabinoids, including distillates and isolates), with a goal of eventually having these products manufactured and distributed through various markets.

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For more information about Avicanna, visit www.avicanna.com, call 1-647-243-5283, or contact Setu Purohit, President by email info@avicanna.com.

Cautionary Note Regarding Forward-Looking Information and Statements

This news release contains "forward-looking information" within the meaning of applicable securities laws. Forward-looking information contained in this press release may be identified by the use of words such as, "may", "would", "could", "will", "likely", "expect", "anticipate", "believe", "intend", "plan", "forecast", "project", "estimate", "outlook" and other similar expressions, and includes statements with respect to the Rho Phyto products benefiting patients managing a range of medical conditions, the data derived from the MC-RWE Study providing the Company with early insights into Avicanna's ongoing and future directions of pharmaceutical development, and the Rho Phyto products being available to patients through the Medical Cannabis by Shoppers online portal and UHN clinicians by end of July 2020. Forward-looking information is not a guarantee of future performance and is based upon a number of estimates and assumptions of management in light of management's experience and perception of trends, current conditions and expected developments, as well as other factors relevant in the circumstances, including assumptions in respect of current and future market conditions, the current and future regulatory environment; and the availability of licenses, approvals and permits.

Although 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 the Company can give no assurance that they will prove to be correct. Actual results and developments may differ materially from those contemplated by these statements. Forward-looking information is subject to a variety of risks and uncertainties that could cause actual events or results to differ

materially from those projected in the forward-looking information. Such risks and uncertainties include, but are not limited to current and future market conditions, including the market price of the common shares of the Company, and the risk factors set out in the Company's annual information form dated April 15, 2020, filed with the Canadian securities regulators and available under the Company's profile on SEDAR at www.sedar.com.

The statements in this press release are made as of the date of this release. The Company disclaims any intent or obligation to update 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.