



## Avicanna Announces Medical Cannabis Real World Evidence Study through MyMedi.ca

**1000 patient study on impact of medical cannabis on pain, sleep, anxiety, depression, and epilepsy Study to be led by Dr. Hance Clarke President of The Canadian Pain Society and the CCIC**

TORONTO, Sept. 23, 2024 -- Avicanna Inc. (“**Avicanna**” or the “**Company**”) (TSX: AVCN) (OTCQX: AVCNF) (FSE: 0NN) a biopharmaceutical company focused on the development, manufacturing, and commercialization of plant-derived cannabinoid-based products is pleased to announce a large-scale medical cannabis real world evidence study through the MyMedi.ca medical cannabis care platform (“**Study**”). The Study is to be led by Hance Clarke, MD, FRCPC, PhD. Dr. Clarke is the current President of The Canadian Pain Society and the Canadian Consortium for the Investigation of Cannabinoids.

The prospective, non-interventional, observational study aims to enroll 1,000 patients across the country to understand the potential therapeutic use of medical cannabis and potential impact of medical cannabis on pain, sleep, anxiety, depression, and epilepsy. Utilizing validated questionnaires, the study seeks to understand the potential impact of various medical cannabis products and evaluate the change in use of concomitant medication over a 24-week duration.



“I am pleased that Avicanna has stepped up to support this important work. We must continue to gather data and better understand what effects these cannabis products are having on Canadian patients that are approaching cannabis for therapeutic benefit” stated Dr. Clarke.

“MyMedi.ca medical cannabis care platform was established with a number of goals that included, access to medical cannabis, providing patient support and education, and facilitating research on cannabinoid medicines,” stated Dr. Karolina Urban, Executive Vice President Medical Affairs. Dr. Urban further stated, “We are excited to support the Study and hope that the results of this study will provide data, evidence, and increase our understanding of the potential impacts of medical cannabis across a range of conditions that may facilitate the incorporation of medical cannabis into standard of care.”

The study was originally initiated by Medical Cannabis by Shoppers and was part of Avicanna’s commitment to provide continuation of care to the platforms’ patients but also the advancement of medical research. Avicanna’s medical cannabis care platform MyMedi.ca will providing the necessary infrastructure, patient support, and education for all participating HCPs nationwide.

Participating patients will have access to the platform’s products including Avicanna’s own RHO Phyto formulary in addition to products from select licensed producers that are supporting the study.

For more information you can go to the website, [www.mcrwe.com](http://www.mcrwe.com), or contact the study coordinator at 416-340-4800 x 4251 or [mcrwe@uhn.ca](mailto:mcrwe@uhn.ca).

## About Avicanna Inc.

Avicanna is a commercial-stage international biopharmaceutical company focused on the advancement and commercialization of cannabinoid-based products and formulations for the global medical and pharmaceutical market segments. Avicanna has an established scientific platform including R&D and clinical development leading to the commercialization of more than thirty proprietary, evidence-based finished products and supporting four commercial stage business pillars.

- **Medical Cannabis formulary (RHO Phyto™):** The formulary offers a diverse range of proprietary products including oral, sublingual, topical, and transdermal deliveries with varying ratios of cannabinoids, supported by ongoing patient, and medical community education. RHO Phyto is an established leading medical brand in Canada currently available nationwide to patients across several medical channels and continues to expand into new international markets.
- **Medical cannabis care platform (MyMedi.ca):** MyMedi.ca is a medical cannabis care platform formed with the aim to better serve medical cannabis patients' needs and enhance the patient journey. MyMedi.ca is operated by Northern Green Canada Inc. and features a diverse portfolio of products and bilingual pharmacist-led patient support programs. MyMedi.ca also provides specialty services to distinct patient groups such as veterans and collaborates with public and private payers for adjudication and reimbursement. MyMedi.ca provides educational resources to the medical community to facilitate the incorporation of medical cannabis into health care regimens.
- **Pharmaceutical products (Trunerox™) and pipeline:** Leveraging Avicanna's scientific platform, vertical integration, and real-world evidence, Avicanna has developed a pipeline of proprietary, indication-specific pharmaceutical products that are in various stages of clinical development and commercialization. These cannabinoid-based drug candidates aim to address unmet medical needs in the areas of dermatology, chronic pain, and various neurological disorders. Avicanna's first indication-specific pharmaceutical drug, Trunerox™, was approved Q1 2024 by the Health Authority of Colombia INVIMA as an adjuvant treatment for seizures associated with Lennox-Gastaut Syndrome and Dravet Syndrome. Trunerox™ has not been approved as a drug in Canada by Health Canada.
- **Active pharmaceutical ingredients (Aureus Santa Marta™):** Active pharmaceutical ingredients ("API") supplied by the Company's majority owned subsidiary Santa Marta Golden Hemp SAS ("SMGH") is a commercial-stage business dedicated to providing a various forms high-quality CBD, THC and CBG to the Company's international partners for use in the development and production of food, cosmetics, medical, and pharmaceutical products. The business unit also forms part of the Company's supply chain and is a source of reliable input products for its consumer retail, medical cannabis, and pharmaceutical products for globally.

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For more information about Avicanna, visit [www.avicanna.com](http://www.avicanna.com), contact Ivana Maric by email at [info@avicanna.com](mailto:info@avicanna.com) or follow us on social media on [LinkedIn](#), [Twitter](#), [Facebook](#) or [Instagram](#).

If you are a Healthcare Professional and would like to learn more about using medical cannabis in your practice, please visit [Avicanna Academy](#).

The Company posts updates through videos from the official Company [YouTube](#) channel.

## 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 news release may be identified using words such as, "may", "would", "could", "will", "likely", "expect", "anticipate", "believe", "intend", "plan", "forecast", "project", "estimate", "outlook" and other similar expressions. 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 1, 2024 filed with the Canadian securities regulators and available under the Company's profile on SEDAR at [www.sedar.com](http://www.sedar.com). The statements in this news 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.

A photo accompanying this announcement is available at <https://www.globenewswire.com/NewsRoom/AttachmentNg/736fdc04-f148-4bf2-9f80-4dc401159396>