



Global Cannabis Applications Corporation

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## GCAC Launching Major Sales Campaign to 3,000 U.S. Medical Cannabis Retailers

**Vancouver, British Columbia, Canada, October 30, 2018 – Global Cannabis Applications Corp. (“GCAC” or the “Company”)** (CSE: APP, FSE: 2FA, OTCQB: FUAPF), a leading developer of innovative data technologies for the medical cannabis industry, is pleased to announce a major marketing and sales campaign starting October 31, 2018, targeting medical cannabis dispensaries in cannabis friendly jurisdictions across North America, through its **citizengreen.io** website. The new website will have all the information necessary for medical cannabis retailers to learn about the smart technology driven Citizen Green Community designed to improve patient outcomes and grow retail businesses.

The **citizengreen.io** website is part of an aggressive marketing and sale campaign to introduce the Citizen Green Community to all medical cannabis retailers starting with over 3,300 retail dispensaries with the majority located in California, Colorado and Arizona. The newly launched website will include detailed descriptions about the powerful tools for retailers, thorough explanations about the potential returns available to members and live demonstrations. It will also include examples of data insight reports that are generated by the Prescriptii Patient-Care solution and the proprietary Pain to Strain™ machine learning engine.

“We are launching the **citizengreen.io** website to support our marketing and sales efforts of the Citizen Green Community to thousands of medical cannabis retailers in the United States,” said Brad Moore, CEO of GCAC. “Our Community is designed for medical cannabis retailers to build loyalty with patients while growing their underlying retail business. The new website includes a myriad of information about how the Community can build valuable customer loyalties, improve medical cannabis patient outcomes and grow a retail dispensary’s bottom line. We are very proud of this new website and the novel approach to supporting medical cannabis dispensaries in this burgeoning industry. We offer a solution that can optimize business operations, transform the relationships between retailers and their customers, and increase revenue. The marketing and sales campaign is a significant milestone for GCAC as we move to meeting and exceeding our sales targets.”

As part of the Company’s sales effort, the GCAC executive team is attending the **MJBizCon Conference and Expo** in Las Vegas, Nevada on November 14 – 16, 2018, the premier marijuana business conference in North America. In addition to networking with professionals from leading U.S. cannabis businesses, the team will also meet with key accounts and conduct live demonstrations of the Citizen Green Community. Retailers attending the conference will be able to schedule a demo with the GCAC team at [www.citizengreen.io](http://www.citizengreen.io).

The Citizen Green Community was developed to improve patient outcomes and grow medical cannabis businesses using data insights created through smart technologies. It includes

- a mobile and desktop application,
- a one-of-a-kind loyalty reward program based on a utility cryptocurrency, and



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- an exclusive marketplace for trading data and insights.

Together the three components create the Community where retailers can build customer loyalty, improve medical cannabis patient outcomes and increase the bottom line of their operation.

The new [citizengreen.io](http://citizengreen.io) website also includes a blog with professional articles about everything cannabis and an informative FAQ, answering an extensive list of questions about the Citizen Green Community. Here is a short preview of the powerful tools included in the Citizen Green Community:

### **Prescriptii Patient-Care Solution**

The Prescriptii Patient-Care Solution is an innovative patient care application that builds and enhances the relationship of trust that already exists between medical cannabis retailers and their patients. It uses smart technology and a proprietary Pain to Strain™ machine learning engine to drive better health outcomes and allows retail dispensaries to focus on the success of their business.

### **Citizen Green Onward Rewards**

Onward Rewards is a one-of-a-kind loyalty reward program powered by the Citizen Green Coin (CGC) cryptocurrency as an incentive tool to build loyalty, acquire new customers and retain existing ones. Patients earn CGCs through profile information and providing data insights, and they are rewarded with special promotions and more personalized treatment programs.

### **Citizen Green MarketPlace**

The Citizen Green MarketPlace offers a setting in which retailers can trade Prescriptii reports and data insights in exchange for CGCs. Through buying and selling reports and data insights in the MarketPlace, retailers earn CGCs which can be used to drive marketing and promotion programs to increase sales or use CGCs to buy reports and data insights to jumpstart their business.

“The Citizen Green Community offers a powerful set of tools to retailers who are interested in building customer loyalty, increasing customer spend and most importantly growing the bottom line,” continued Mr. Moore. “Please join us at MJBizCon at the Las Vegas Convention to experience a live demonstration of our innovative Citizen Green Community and see how it can change your business.”

For more information regarding the Citizen Green Community or to book a live demonstration at the MJBizCon please visit [www.citizengreen.io](http://www.citizengreen.io).

### **About MJBizCon**

MJBizDaily’s flagship event, MJBizCon, is the preeminent conference to drive business deals and forge valuable connections with cannabis professionals in business today. Don’t miss the largest cannabis



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conference in the world, where business ideas become business deals. Join 20,000+ cannabis professionals and 1,000+ exhibitors for the preeminent event for industry professionals. For more information: [www.mjbizconference.com](http://www.mjbizconference.com).

### **About Global Cannabis Applications Corp.**

Global Cannabis Applications Corp. is a global leader in designing, developing, marketing and acquiring innovative data technologies for the medical cannabis industry. The Citizen Green platform is the world's first end-to-end – from patient to regulator – medical cannabis data solution. It uses six core technologies: mobile applications, artificial intelligence, regtech, smart databases, blockchain and digital reward tokens, to qualify candidates for clinical studies. These technologies facilitate the proliferation of digital conversations by like-minded people in the medical cannabis community. Managed by digital and cannabis industry experts, GCAC is focused on viral global expansion by providing the best digital experience in the cannabis market.

For more information about the Company, please visit online at [www.cannappscorp.com](http://www.cannappscorp.com), or review its profiles [www.sedar.com](http://www.sedar.com) and on the Canadian Securities Exchange's website ([www.thecse.com](http://www.thecse.com)).

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### **Forward-Looking Information**

This news release may include forward-looking information within the meaning of Canadian securities legislation, concerning the business of GCAC. Forward-looking information is based on certain key expectations and assumptions made by the management of GCAC. Although management of 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 GCAC can give no assurance that they will prove to be correct. Forward-looking statements contained in this news release are made as of the date of this news release. GCAC disclaims any intent or obligation to update publicly 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.

The Canadian Securities Exchange has not reviewed and does not accept responsibility for the adequacy and accuracy of this information.