

Cannara Secures 5 Key Listings in Québec's New Vape Cartridge Category Including to be Released Live Rosin Vapes

MONTREAL, QUÉBEC – July 24, 2025 – [Cannara Biotech Inc.](#) (“Cannara”, “the Company”, “us” or “we”) ([TSXV: LOVE](#)) ([OTCQB: LOVFF](#)) ([FRA: 8CB0](#)), a vertically integrated producer of premium-grade cannabis products at disruptive prices with two mega facilities based in Québec spanning over 1,650,000 sq. ft., is proud to announce the preliminary acceptance by the Société Québécoise du Cannabis (“SQDC”) of five vape cartridge products to be distributed across all Québec retail stores in November 2025 (Q1 FY2026), in addition to being sold online via SQDC’s e-commerce website, SQDC.ca.

“We are incredibly proud to announce our preliminary approval of 5 live resin and live rosin vape cartridges to be distributed across Québec’s 107 retail stores. These 5 SKUs represent 20% of the 25 vape cartridge SKUs the SQDC plans to distribute in-store by calendar year-end,” said Zohar Krivorot, President & CEO of Cannara Biotech. “I commend our R&D and Commercial teams for their work in creating premium vape formulations that align with both Québec’s specific category regulations and our consumer sensory evaluations.”

“We are excited to enter Québec’s vape cartridge category launch with our most popular strains in live resin format. Our vertical processes and strong R&D have enabled the creation of vape formulations with no additives, an expertise we developed in becoming Canada’s #1 premium live resin vape cartridge provider over the last 12 months¹,” said Nicholas Sosiak, CFO of Cannara Biotech. “We are eager to continue our success as Canada’s leading premium live resin vape brand and look forward to offering the same premium-quality vape cartridge experience to customers in our home province of Québec, the last major province to allow vape cartridges.”

Québec Vape Market Opportunity

The SQDC reported \$741.5 million in revenue for the Québec market in 2024² and a recent survey conducted by the Institut de la statistique du Québec found that 25% of Québec consumers vaped in the past year, and 28% of those did so at least weekly³. With the vape segment representing approximately 15% of total sales in Alberta, Ontario, and British Columbia, Québec’s forthcoming cartridge launch may be one of the largest untapped growth levers in Canada’s legal cannabis market.

Live Rosin Vape Cartridge Launch

Cannara is also proud to announce its first entry into the live rosin vape cartridge category. These live rosin vapes represent the highest-quality flower input — grown, flash-frozen, and extracted entirely in-house at our Valleyfield and Farnham facilities in Québec.

“This launch of live rosin vapes represents the culmination of months of research and development around genetic selection, process refinement, and hardware,” said Nicholas Sosiak, CFO of Cannara Biotech. “We are excited to bring solventless vapes to our home market of Québec for the province’s vape cartridge category launch and see opportunity for further provincial rollouts in the future.”

¹ Turff Analytics

² Rapport Annuel 2025; SQDC

³ Les habitudes de consommation de cannabis au Québec en 2024; Institut de la statistique du Québec.

CONTACT

Nicholas Sosiak, CPA, CA
Chief Financial Officer
nick@cannara.ca

Zohar Krivorot
President & Chief Executive Officer
zohar@cannara.ca

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ABOUT CANNARA

Cannara Biotech Inc. (TSXV: LOVE) (OTCQB: LOVFF) (FRA: 8CB0), is a vertically integrated producer of affordable premium-grade cannabis and cannabis-derivative products for the Canadian markets. Cannara owns two mega facilities based in Québec spanning over 1,650,000 sq. ft., providing the Company with 100,000 kg of potential annualized cultivation output. Leveraging Québec's low electricity costs, Cannara's facilities produce premium-grade cannabis products at an affordable price. For more information, please visit cannara.ca.

CAUTIONARY STATEMENT REGARDING "FORWARD-LOOKING" INFORMATION

This news release may contain "forward-looking information" within the meaning of Canadian securities legislation ("**forward-looking statements**"). These forward-looking statements are made as of the date of this press release and the Company does not intend, and does not assume any obligation, to update these forward-looking statements, except as required under applicable securities legislation. All statements other than statements of historical facts included in this document constitute forward-looking information.

Forward-looking statements relate to future events or future performance and reflect Company management's expectations or beliefs regarding future events and include, but are not limited to, the Company and its operations, its projections or estimates about its future business operations, its planned expansion activities, anticipated product offerings, the adequacy of its financial resources, the ability to adhere to financial and other covenants under lending agreements, future economic performance, and the Company's ability to become a leader in the field of cannabis cultivation, production, and sales.

In certain cases, forward-looking statements can be identified by the use of words such as "plans," "expects" or "does not expect," "is expected," "budget," "scheduled," "estimates," "forecasts," "intends," "anticipates" or "does not anticipate," or "believes," or variations of such words and phrases or statements that certain actions, events or results "may," "could," "would," "might" or "will be taken," "occur" or "be achieved" or the negative of these terms or comparable terminology. In this document, certain forward-looking statements are identified by words including "may," "future," "expected," "intends" and "estimates." By their very nature, forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance, or achievements of the Company to be materially different from any future results, performance or achievements expressed or implied by the forward-looking statements.

Forward-looking information is based upon a number of assumptions and is subject to a number of risks and uncertainties, many of which are beyond our control, which could cause actual results to differ materially from those that are disclosed in, or implied by, such forward-looking information. These risks and uncertainties include, but are not limited to, the risk factors which are discussed in greater detail under "Risk Factors" in the Company's AIF available on SEDAR+ at www.sedarplus.ca and under the "Investor Area" section of our website at <https://www.cannara.ca/en/investor-area>.

Other risks not presently known to the Company or that the Company believes are not significant could also cause actual results to differ materially from those expressed in its forward-looking statements. Although the forward-looking information contained herein is based upon what we believe are reasonable assumptions, readers are cautioned against placing undue reliance on this information since actual results may vary from the

forward-looking information. Certain assumptions were made in preparing the forward-looking information concerning the availability of capital resources, business performance, market conditions, as well as customer demand. Consequently, all of the forward-looking information contained herein is qualified by the foregoing cautionary statements, and there can be no guarantee that the results or developments that we anticipate will be realized or, even if substantially realized, that they will have the expected consequences or effects on our business, financial condition or results of operation. Unless otherwise noted or the context otherwise indicates, the forward-looking information contained herein is provided as of the date hereof, and we do not undertake to update or amend such forward-looking information whether as a result of new information, future events or otherwise, except as may be required by applicable law.