

31 March 2021

John Morell Frellsen appointed CCO of DanCann Pharma A/S as from April 1, 2021 to accelerate the Company's European penetration

COPENHAGEN, Denmark, 31 March 2021 - DanCann Pharma A/S (SS: DANCAN) ("DanCann Pharma" or the "Company") a biopharmaceutical company powered by cannabinoids today announced that John M. Frellsen has been officially appointed as Chief Commercial Officer. John M. Frellsen has been acting as interim Chief Commercial Officer for the last six months and will continue as permanent Chief Commercial Officer at DanCann Pharma. John M. Frellsen's employment with DanCann Pharma will commence in the beginning of April.

John M. Frellsen is an experienced executive with a demonstrated successful history of working with purchasing, sales, and distribution of pharmaceuticals within companies such as Morello Pharma A/S, AtrimusRX AB, Unimedica Pharma AB and Orifarm A/S. John M. Frellsen has a strong track record in delivering rapid revenue growth and in developing commercial teams and distribution networks. John M. Frellsen has successfully built-up two sales organizations demonstrating large increases in profitable sales revenue and founded and developed companies within the pharma industry. John M. Frellsen holds a master's degree in Business Economics and Languages from the University of Southern Denmark.

DanCann Pharma previously announced in their year-end report that its shareholders should expect an accelerated penetration of the Scandinavian and European markets, where, among other things, the company has great ambitions for the products Reduvo™ Adversa® and Qixleaf™. John Morell Frellsen will play an important role in this process.

CCO, John Morell Frellsen, comments:

Being part of a company so intensively seeking a unique path into the European markets is quite a dream. We have set our goals and priorities in our ambitious go-to-market strategy and now comes the time to realize this ambition. Soon, we will be able to launch the first imported cannabis-products in Denmark, to be followed by addressing the other Scandinavian markets as they open for medical cannabis.

Together with Tetra Bio-Pharma we are preparing the launch of their abovementioned lines in Scandinavia and Germany, and finally we will have our own cultivated cannabis flower to sell in early 2022.

CEO, Jeppe Krog Rasmussen, comments:

The last six months with John M. Frelsen as interim in DanCann Pharma has been a pure pleasure, and I am very happy that we can continue working together from here. John M. Frelsen will be a significant addition to our management team, helping DanCann Pharma achieving our goals, including everything from product management/portfolio, strategic alliances and creation of sales channels – with the overall focus on the Company's go-to-market strategy for our launch in Europe.

John M. Frelsen has since DanCann Pharma went public upgraded his shareholding in the Company and thus today owns 116,666 shares.

About DanCann Pharma

DanCann Pharma A/S (SS: DANCAN) was founded in 2018 and is a Danish biopharmaceutical company powered by cannabinoids. DanCann Pharma is a vertically integrated, licensed production and distribution company based in Denmark. The company focuses on discovering, developing, manufacturing, and commercializing new therapeutic cannabinoids (both phyto- and synthetic) in a wide range of disease areas. DanCann Pharma handles approved and non-approved drugs - as well as prescription drugs (Rx) and over-the-counter drugs (OTC).

For further information, please contact:

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