MINDCURE

MINDCURE Completes Its Initial Strategic Equity Investment in ATMA, Canada's First Commercial Provider of Legal, Psychedelic-Assisted, Therapy Utilizing Psilocybin

The completed equity investment strengthens ties between MINDCURE and ATMA

VANCOUVER, BC, March 2, 2021 /CNW/ - Mind Cure Health Inc. (CSE: MCUR) (OTCQB: MCURF) (FRA: 6MH) (**"MINDCURE"** or the **"Company"**), a leader in developing technology to advance psychedelic-related treatments, is pleased to announce the completion of its initial strategic equity investment of equal to approximately 13% ownership in **ATMA Journey Centers Inc.** ("**ATMA**") in accordance with the terms of the letter of intent (the "**LOI**") announced on January 12, 2021.

MINDCURE's initial strategic investment of $500,000 will strengthen our relationship with Calgary-based private healthcare company, ATMA, which has recently provided psychedelic-assisted therapy sessions using psilocybin for patients with section 56 exemptions.[1] MINDCURE will leverage the growing partnership with ATMA to secure a network of clinics in which to deploy and test MINDCURE's *iSTRYM* platform, and concurrently, provide MINDCURE with access to patient data accelerating the growth of *iSTRYM*'s database. This will lead to better diagnoses, treatments and personalized care.

"Our partnership with ATMA represents a huge step forward for healing today in Canada and around the world. By accelerating the development of our research and technology platform, iSTRYM, we're closer to minimizing the gaps that exist in health care, all the way from research to the deployment of care. It's an amazing opportunity to innovate with pioneers of the psychedelic therapy industry by creating proprietary research, identifying commonalities, and driving real transformative results for individuals using psychedelic medicines," **said Kelsey Ramsden, President & CEO, MINDCURE**.

Access to ATMA's patient data will contribute to MINDCURE's proprietary technology, *iSTRYM*, ultimately helping to optimize treatment for ATMA's patients and providing a rich data resource for MINDCURE, in accordance with the LOI.

"As the first commercial company in Canada to announce legally treating a palliative patient with psychedelic-assisted therapy using psilocybin, we're optimistic about the progression to better care options for Canadians. By partnering with MINDCURE, we're enforcing consistency in terms of protocols, as well as the ability to automate patterns in our patients' conditions. Overall, this will lead to better patient care, and a stronger foundation for this innovative and leading-edge industry," **said Greg Habstritt, President of ATMA Journey Centers Inc**. "Our mission is to deliver effective and innovative healing and transformative experiences that leverage the compelling science around psychedelics. We're committed to providing the resources, safeguards, expertise, and accessibility into insights that our work uncovers, in order to advocate for better care and new treatment options."

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[1] "Exemptions," The Government of Canada (Health Canada, November 13, 2020), https://www.canada.ca/en/health-canada/services/health-concerns/controlled-substances-precursor-chemicals/exemptions.html

About ATMA Journey Centers Inc.

ATMA is a private healthcare company with the mission of delivering effective and innovative healing and transformative experiences that awaken the inner healer and promote a deeper connection with the self, with others, and with the beauty of the world. ATMA was the first private sector service provider in Canada to announce conducting legal psychedelic-assisted therapy for a palliative care patient under the approval of Health Canada's section 56(1) exemption.

The Company has granted a total of 300,000 stock options to certain employees or consultants pursuant to the terms the Company's incentive stock option plan ("Plan"). The stock options are exercisable at a price of $0.63 per share and subject to the terms of the Plan.

About Mind Cure Health Inc.

MINDCURE exists as a response to the current mental health crisis and urgent calls for effective treatments. MINDCURE believes in the need to reinvent the mental health care model for patients and practitioners to allow psychedelics to advance into common and accepted care.

MINDCURE is focused on identifying and developing pathways and products that ease suffering, increase productivity, and enhance mental health. MINDCURE is interested in exploring diverse therapeutic areas beyond psychiatry, including digital therapeutics, neuro-supports, and psychedelics, all to improve mental health.

On Behalf of the Board of Directors
Kelsey Ramsden, President & CEO
1-888-593-8995

Forward-Looking Information

Certain statements in this news release may constitute "forward-looking information" within the meaning of applicable securities laws (also known as forward-looking statements). Forward-looking information involves known and unknown risks, uncertainties and other factors, and may cause actual results, performance or achievements or industry results, to be materially different from any future results, performance or achievements or industry results expressed or implied by such forward-looking information. Forward-looking information generally can be identified by the use of terms and phrases such as "anticipate", "believe", "could", "estimate", "expect", "feel", "intend", "may", "plan", "predict", "project", "subject to", "will", "would", and similar terms and phrases, including references to assumptions. Some of the specific forward-looking information in this news release includes, but is not limited to, statements with respect to: strengthening relationship between MINDCURE and ATMA; securing a network of ATMA clinics and access to ATMA's patient data to fuel MINDCURE's digital therapeutics platform, iSTRYM; MINDCURE accessing a network of clinics to deploy and test *iSTRYM*; ATMA conducting further psychedelic-assisted therapy; *iSTRYM* and the relationship with ATMA leading to better diagnoses, treatments and personalized care; ATMA's patient data enriching *iSTRYM*'s database; acceleration of the development of *iSTRYM*.

Forward-looking information is based on a number of key expectations and assumptions made by MINDCURE, including, without limitation: the COVID-19 pandemic impact on the Canadian economy and MINDCURE's business, and the extent and duration of such impact; no change to laws or regulations that negatively affect MINDCURE's business; there will be a demand for MINDCURE's products in the future; no unanticipated expenses or costs arise; MINDCURE will be able to continue to identify products that make them ideal candidates for providing solutions for treating mental health; the partnership with ATMA will help MINDCURE achieve its business goals; ATMA will continue to grow and develop as a provider of clinical services; MINDCURE and ATMA will continue to expand their relationship and negotiate definitive agreements for data access and *iSTRYM* licensing; and MINDCURE will be able to operate its business as planned. Although the forward-looking information contained in this news release is based upon what MINDCURE believes to be reasonable assumptions, it cannot assure investors that actual results will be consistent with such information.

Forward-looking information is provided for the purpose of presenting information about management's current expectations and plans relating to the future and readers are cautioned that such statements may not be appropriate for other purposes. Forward-looking information involves significant risks and uncertainties and should not be read as a guarantee of future performance or results as actual results may differ materially from those expressed or implied in such forward-looking information. Those risks and uncertainties include, among other things, risks related to: the impacts of the COVID-19 pandemic on the Canadian economy, MINDCURE's industry and MINDCURE's business, which may negatively impact, and may continue to negatively impact, MINDCURE and may materially adversely affect MINDCURE's investments, results of operations, financial condition, and MINDCURE's ability to obtain additional equity or debt financing, and satisfy its financial obligations; general economic conditions; future growth potential; competition for mental health and wellness investments; MINDCURE's partnership with ATMA may not help MINDCURE achieve its business goals; and changes in legislation or regulations. Management believes that the expectations reflected in the forward-looking information contained herein are based upon reasonable assumptions and information currently available; however, management can give no assurance that actual results will be consistent with such forward-looking information. Additional information on the risk factors that could affect MINDCURE can be found under "Risk Factors" in MINDCURE's final prospectus which is available on SEDAR at www.sedar.com.

The forward-looking information contained herein is expressly qualified in its entirety by this cautionary statement. Forward-looking information reflects management's current beliefs and is based on information currently available to MINDCURE. The forward-looking information is stated as of the date of this news release and MINDCURE assumes no obligation to update or revise such information to reflect new events or circumstances, except as may be required by applicable law.

United States Advisory

The securities referred to herein have not been and will not be registered under the United States Securities Act of 1933, as amended (the "U.S. Securities Act"), may be offered and sold outside the United States to eligible investors pursuant to Regulation S promulgated under the U.S. Securities Act, and may not be offered, sold, or resold in the United States or to, or for the account of or benefit of, a U.S. Person (as such term is defined in Regulation S under the United States Securities Act) unless the securities are registered under the U.S. Securities Act, or an exemption from the registration requirements of the U.S. Securities Act is available. Hedging transactions involving the securities must not be conducted unless in accordance with the U.S. Securities Act. This press release shall not constitute an offer to sell or the solicitation of an offer to buy any securities, nor shall there be any sale of securities in the state in the United States in which such offer, solicitation or sale would be unlawful.

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