



InterCure and Cookies Successfully Launch Flagship Pharmacy in Be'er Sheva, Israel

Cookies Be'er Sheva is the largest medical cannabis dedicated pharmacy in Israel

NEW YORK, TORONTO, and HERZLIYA, Israel – June 1, 2022 – [InterCure Ltd.](#) (NASDAQ: INCR) (TSX: INCR.U) (TASE: INCR) ("InterCure" or the "Company") announced today the grand opening of its flagship [Cookies](#) pharmacy in Be'er Sheva, the largest city in Israel's southern region, known as the capital of the Negev.

The pharmacy is located in the center of Be'er Sheva in front of City Hall, in a unique building that covers an area of over 1,000 square meters and is painted entirely in the globally recognized Cookies baby blue. To the Company's knowledge, this is the largest medical cannabis dedicated pharmacy in the world.

The pharmacy premises and staff are uniquely adapted to serve Israel's rapidly growing medical cannabis patient community, which includes, among other things, the largest pharmacy safe room in Israel, with a capacity to store over a ton of medical cannabis products.

InterCure is marking the occasion with grand opening festivities throughout the day, which include live music, food trucks, deals and special offers for all patients living in Be'er Sheva and the surrounding towns. Additionally, for the first time, patients in the south will have access to the highly demanded Cookies GMP products such as: Cake Mix, Melonatta, Fly and Ooh La La, cultivated at IntreCure's southern facility.

"We are happy to bring our unmatched quality experience to patients in southern Israel." said InterCure's Chief Executive Officer, Alexander Rabinovitch. "Be'er Sheva is the ideal location for the launch of our flagship Cookies pharmacy, meeting the needs of local patients suffering from a lack in professional service and high-quality products. We are proud to invest in the capital of the south and to open the largest medical cannabis dedicated pharmacy with the widest selection of high-quality branded products, meeting the needs of patients and laying the infrastructure for the future adult use market."

"We are incredibly excited to open Cookies in Be'er Sheva with InterCure. InterCure's best-in-class production capabilities continue to deliver the highest quality medicine to patients in Israel, and we are thrilled to continue to expand our global footprint with them." Said Parker Berling, President of Cookies



About InterCure

InterCure (NASDAQ: INCR) (TSX: INCR.U) (TASE: INCR) is the leading, profitable, and fastest growing cannabis company outside of North America. Canndoc, a wholly owned subsidiary of InterCure, is Israel's largest licensed cannabis producer and one of the first to offer Good Manufacturing Practices (GMP) certified and pharmaceutical-grade medical cannabis products. Cannolam LTD, a subsidiary of the Company, is a pioneer in medical grade cannabis treatment and the retail arm of InterCure, currently operating 23 pharmacies in Israel. InterCure leverages its market leading distribution network, best in class international partnerships and a high-margin vertically integrated "seed-to-sale" model to lead the fastest growing cannabis global market outside of North America.

For more information, visit: <http://www.intercure.co>.

About Cookies

[Cookies](#), founded in 2010 by Billboard-charting rapper and entrepreneur Berner and Bay Area breeder and cultivator Jai, is the most globally recognized cannabis company in the world. Cookies values the power of the plant and focuses on creating game-changing genetics. The company offers a collection of over 70 proprietary cannabis cultivars/strains and more than 2,000 products. Cookies also actively works to enrich communities disproportionately impacted by the



War on Drugs through advocacy and social equity initiatives. Headquartered in San Francisco, the company opened its first retail store in 2018 in Los Angeles and has since expanded to over 450 retail locations in 17 markets across 54 countries. Cookies was named one of America's Hottest Brands of 2021 by AdAge; the first cannabis brand to ever receive this accolade.

Learn more at www.cookies.co

Forward-Looking Statements

This press release may contain forward-looking statements. Forward-looking statements may include, but are not limited to, statements relating to InterCure's objectives, plans and strategies, as well as statements, other than historical facts, that address activities, events or developments that InterCure intends, expects, projects, believes or anticipates will or may occur in the future, including with respect to the success of the Cookies store launched in Be'er Sheva and its future expansion. These statements are often characterized by terminology such as "believes", "hopes", "may", "anticipates", "should", "intends", "plans", "will", "expects", "estimates", "projects", "positioned", "strategy" and similar expressions and are based on assumptions and assessments made in light of management's experience and perception of historical trends, current conditions, expected future developments and other factors believed to be appropriate. Forward-looking statements are not guarantees of future performance and are subject to risks and uncertainties that could cause actual results to differ materially from those expressed or implied in such statements. Many factors could cause InterCure's actual activities or results to differ materially from the activities and results anticipated in forward-looking statements, including, but not limited to, the following: the Company's future revenue growth and profitability, the expected operations, financial results business strategy, competitive strengths, expansion strategy to major markets worldwide, the legalization of CBD in Israel and its impacts on the Company, the impact of the COVID-19 pandemic and the war in Ukraine. Forward-looking information is based on a number of assumptions and is subject to a number of risks and uncertainties, many of which are beyond InterCure's control, which could cause actual results and events to differ materially from those that are disclosed in or implied by such forward-looking information. Such risks and uncertainties include, but are not limited to: changes in general economic, business and political conditions, changes in applicable laws, the Israeli, U.S. and Canadian regulatory landscapes and enforcement related to cannabis, changes in public opinion and perception of the cannabis industry, reliance on the expertise and judgment of senior management, as well as the factors discussed under the heading "Risk Factors" in the Company Annual Information Form dated April 5, 2022 which is available on SEDAR at www.sedar.com, and under the heading "Risk Factors" and "Cautionary Note Regarding Forward-Looking Statements" in the registration statement on Form 20-F, filed with the Securities Exchange Commission on April 28, 2022. InterCure undertakes no obligation to update such forward-looking information, whether as a result of new information, future events or otherwise, except as expressly required by applicable law.

Contact:

InterCure Ltd.

Amos Cohen, Chief Financial Officer

amos@intercure.co