



Cannabis Research Center

Pure Cannabis Research AG and Pure Holding AG are pleased to announce the establishment of the Cannabis Research Center (CRC). The CRC, situated in Switzerland, will facilitate cutting-edge research on cannabis. The cannabis plant is profoundly valuable as a source of phyto-pharmaceuticals with the capacity to improve the lives of millions of people. The research and development at the CRC will be focused on improving current, and creating new, varieties of cannabis to improve safety, agronomic productivity, and the specific pharmacological components of the plant.

The CRC will be a state-of-the-art facility, which will leverage the technologies developed by Pure Cannabis Research, combined with the advanced analytics and purification platforms of Pure Holding. Critically, these core facilities will be expanded to include climate-controlled growth chambers for superior high-throughput phenotyping, sterile tissue culture, and advanced analytical devices as well as laboratory spaces. The amalgamation and expansion of our diverse research and technology platforms will create a focal point for innovation, speed development of novel varieties and establish the CRC as a global leader in cannabis research.

- The fully-integrated facilities at the CRC will allow not only for continued discovery but also variety development, stability testing, quality control, and propagation of all material supplied to our customers.
- Pure Cannabis Research then intends to expand these facilities further to engage in phytopharmaceutical research to evaluate the interaction between various cannabis compounds including the terpenoids and flavonoids.

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Overview of the Cannabis Research Center

- Leveraging the proprietary Pure Selector©, Pure Genomics©, Pure Trait Discovery©, Pure Trait Generator©, and Pure Fast Track© technologies, developed at Pure Cannabis Research, a library of traits will be created which can be rapidly recombined into novel varieties based on market demand.