

# Decibel Announces Record Market Share in November and General Admission Brand Entering the Top 10 Largest Brands in Canada

CALGARY, AB, Dec. 7, 2021 /CNW/ - Decibel Cannabis Company Inc. (the "Company" or "Decibel") (TSXV: DB) (OTCQB: DBCCF), a premium cannabis producer, is pleased to provide an update on its recent Canadian recreational market share and brand performance.

"We continue to capture additional market share and execute against our strategic plan by developing strength within our brand portfolio, creating industry-leading product quality and innovation" said Paul Wilson, Chief Executive Officer of Decibel. "As we navigate a period of complexity within global and regional supply chains, we remain on track to close out 2021 with strong momentum and the realization of our 2021 growth initiatives".

## National Market Share<sup>1</sup>

- #8 largest LP by Canadian recreational market share, with a record 3.3% in November
- The Canadian recreational market has grown from approximately \$279 million to \$330 million from January to November 2021
  - Decibel's market share has grown from 2.6% to 3.3% over the same period
- #10 largest brand (General Admission) by Canadian recreational market share, with a record 2.1% in November

## Market Share in Decibel's Major Markets<sup>1</sup>

- #8 largest LP by recreational market share, with a record 4.0% in November
  - #2 brand in premium flower sales with a 11.0% market share<sup>2</sup>
  - #2 brand in concentrate sales with a 9.5% market share
  - #2 brand in vape sales with a 13.8% market share

## Ontario Market Share<sup>1</sup>

- #8 largest LP by recreational market share, with a record 3.1% in November
  - #1 brand in premium flower sales with a 9.2% market share<sup>2</sup>
  - #4 brand in concentrate sales with a 6.7% market share
  - #2 brand in vape sales with a 10.4% market share

[Link to Decibel's Investor Presentation](#)

<sup>1</sup> HFyre Retail Analytics, Licensed Producer Sales over Time Nationally and in BC, AB, SK, ON, November 1 – November 30, 2021. Major Markets include BC, AB, SK, ON.

<sup>2</sup> HFyre Retail Analytics, Premium flower market defined as flower products sold more than 20% above average selling price per gram in 7g or under size formats.

## About Decibel

Decibel is uncompromising in the process and craftsmanship needed to deliver the highest quality cannabis products and retail experiences. Decibel has three operating production houses along with its wholly owned retail business, Prairie Records. The Qwest Estate in Creston, BC is a licensed and operating 26,000 square foot cultivation space which produces the widely championed, rare cultivar-focused brands Qwest and Qwest Reserve, which are sold in six provinces across Canada. Thunderchild Cultivation, is a licensed and operating 80,000 square foot indoor cultivation facility in Battleford, SK. The Plant, Decibel's extraction facility, in Calgary, AB has 15,000 square feet of Health Canada licensed extraction and product development space. This production house will fuel the growth of our brands Qwest, Qwest Reserve, Blendcraft, and General Admission, into new and innovative product formats like concentrates, vapes, edibles and beyond.

[www.decibelcc.com](http://www.decibelcc.com)

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## Cautionary Statements

### Forward Looking Information

*This news release contains "forward-looking information" and "forward-looking statements" (collectively, "forward-looking statements") within the meaning of the applicable Canadian securities legislation. All statements, other than statements of historical fact, are forward-looking statements and are based on expectations, estimates and projections as at the date of this news release. Any statement that involves discussions with respect to predictions, expectations, beliefs, plans, projections, objectives, assumptions, future events or performance (often but not always using phrases such as "expects", or "does not expect", "is expected", "anticipates" or "does not anticipate", "plans", "budget", "scheduled", "forecasts", "estimates", "believes" or "intends" or variations of such words and phrases or stating that certain actions, events or results "may" or "could", "would", "might" or "will" be taken to occur or be achieved) are not statements of historical fact and may be forward-looking statements.*

*In this news release, forward-looking statements relate to, among other things, the Company's business plans and strategies, including the Company's ability to grow Qwest, Qwest Reserve and Blendcraft brands into new and innovative product formats, variations and its other business plans and expectations. Forward-looking statements are necessarily based upon a number of estimates and assumptions that, while considered reasonable, are subject to known and unknown risks, uncertainties, and other factors which may cause the actual results and future events to differ materially from those expressed or implied by such forward-looking statements. Such factors include, but are not limited to: risks relating to delays, regulatory changes and impacts, capital requirements, construction impacts, displacement requirements and unforeseen requirements resulting from the COVID-19 pandemic, the ability to obtain and maintain licences to retail cannabis products; review of the Company's production facilities by Health Canada and maintenance of licences (including any amendments thereto) from Health Canada in respect thereof; future legislative and regulatory developments involving cannabis; inability to access sufficient capital from internal and external sources, and/or inability to access sufficient capital on favourable terms; the labour market generally and the ability to access, hire and retain employees; general business, economic, competitive, political and social uncertainties; the satisfaction of conditions precedent under the Company's credit facilities; timing and completion of construction and expansion of the Company's production facilities and retail locations; and the delay or failure to receive board, regulatory or other approvals, including any approvals of the TSX Venture Exchange, as applicable. There can be no assurance that such statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. Accordingly, readers should not place undue reliance on the forward-looking statements and information contained in this news release.*

*These forward-looking statements are made as of the date of this press release and, except as required by law, the Company assumes no obligation to update the forward-looking statements or beliefs, opinions, projections, or other factors, should they change.*

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