

KDA GROUP DEVELOPS A CANNABIS-BASED MEDICAL PRODUCTS EDUCATION PROGRAM FOR PHARMACISTS AND TECHNICIANS

Thetford Mines, Quebec – December 10, 2019 – KDA Group Inc. (TSXV: KDA) (“**KDA**” or the “**Corporation**”) is proud to announce through its subsidiary AlliancePharma, the development of an education program for pharmacists and technicians about cannabis-based medical products.

In this context, health professionals, and in particular pharmacists, are increasingly solicited by clients to obtain reliable information about cannabis, medical or recreational use. In order to adequately meet the needs of their customers, Canadian pharmacists are looking for reliable, accessible, concrete and constantly updated training.

Canadian Pharmacy Market ⁽¹⁾

There are 42,707 pharmacists in Canada, including 27,646 in 10,708 community pharmacies. There are 2 official languages in Canada, which is reflected among pharmacists: in Quebec, the vast majority of pharmacists speak French, with 9,283 pharmacists, including 7,077 community pharmacists practicing in 1,911 pharmacies. The other 20,000 or so community pharmacists speak and work in English.

Training strategies

Given the working conditions of pharmacists and the extended opening hours of pharmacies, we prefer hybrid training strategies, i.e. combining several different training strategies that complement each other and increase the flexibility of learning.

In addition, in order to reach pharmacists across Canada, training should be available in both French and English.

- 1- Online training of the eLearning type:** Interactive, with more theoretical elements and clinical scenarios.
- 2- Live Webinars:** Series of webinars prioritizing case studies to allow learners to integrate and apply the concepts learned through eLearning.
- 3- Deferred Webinars:** Make live recorded webinars available for later viewing.
- 4- Practice Community:** Create a practice community to allow interested pharmacists to interact with each other and with experts.

"In this context, health professionals, and in particular pharmacists and technicians, will be increasingly solicited by clients to obtain reliable information about cannabis, medical or recreational use. This will position KDA as a leader in educational training for these health professionals," said Marc Lemieux, Chief Executive Officer of KDA.

⁽¹⁾ <https://napra.ca/fr/statistiques-nationales>

ABOUT KDA GROUP

KDA Group is a leading innovation and specialized solution provider in the pharmaceutical market. Today, it is a respected name for quality and expertise among the different stakeholders in the pharmaceutical and medical sector. Its management team is guided by a vision of continuing to lead the way in Quebec while extending operations across Canada and internationally. Additional information on the Corporation is available at www.kdagroup.ca and on SEDAR at www.sedar.com.

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CAUTION REGARDING FORWARD-LOOKING STATEMENTS

This press release from KDA Group contains forward-looking statements. Forward-looking statements are typically identified by the words assumption, goal, guidance, objective, outlook, strategy, target, and other similar expressions, or future or conditional verbs such as aim, anticipate, believe, predict, could, expect, intend, may, plan, seek, should, strive, and will. By their nature, forward-looking statements require us to make estimates and assumptions and express opinions based on current conditions and anticipated developments, as well as other factors that Management may deem appropriate under the circumstances. There is inherent uncertainty and significant risk in these estimates, assumptions, and opinions, particularly of a commercial, economic, and competitive nature, and they are therefore subject to change. KDA Group cannot guarantee that these estimates, assumptions, and opinions will prove to be accurate.

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INFORMATION

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