

# Red Light Holland Sponsors First Of Its Kind Group Microdosing Concert In The Netherlands

- *Red Light Holland to collect data from concertgoers after the April 16th, 2022 microdosing concert held at Museum't Kromhout*
- *Research is aimed to promote best practices for group microdosing services to regulatory bodies in Oregon and Washington State.*

Toronto, Ontario--(Newsfile Corp. - April 13, 2022) - Red Light Holland Corp. (CSE: TRIP) (FSE: 4YX) (OTC Pink: TRUFF) ("**Red Light**" or the "**Company**"), an Ontario-based corporation engaged in the production, growth, and sale of a premium brand of magic truffles, is pleased to announce its sponsorship of a groundbreaking group microdosing concert aimed to gather insights for the company in preparation for the legalization of psilocybin services in Oregon in accordance with Measure 109.

The event, slated for April 16th, 2022, will be modeled according to current recommendations from Oregon's measure 109 Psilocybin Advisory Board and will include a preparation session, a dosing session guided by experienced facilitators and an optional integration session. The event organized by Sacred Journey Amsterdam and the New European Ensemble will accompany the dosing session with a 3-hour live classical music concert experienced while lying down. The concert will be given by the well-known mezzo-soprano Helena van Heel together with the extraordinary New European Ensemble. These wonderful musicians have recently released a CD on the International Etcetera label and will perform both works from this CD, including works by the composer and facilitator of this concert, Jeff Hamburg, and also music by Gustav Mahler and J.S. Bach and many others.

Red Light expects that by obtaining the consent of facilitators and participants, the Company will be able to collect and analyze data on best practices for group microdosing services. Red Light plans to compile a report and make recommendations to the regulatory bodies in Oregon and Washington state to inform rule promulgation for microdosing regulations.

"I'm grateful for the important and informative ongoing discussions I've been having with regulatory bodies in Oregon and Washington including the OHA and even an Oregon Senator trying to increase equity of the Oregon bill. At Red Light Holland we believe microdosing services can promote equity as they could have a much lower price point and integrate into people's daily life," stated Sarah Hashkes Chief Technology and Innovation Officer of Red Light Holland. "The data we consensually gather from this event regarding usage of microdosing in naturalistic settings is aimed to help legislators understand the potential benefits and best practices of Microdosing in group settings."

Red Light Holland premium iMicrodose psilocybin truffles will be available for participants in the event. iMicrodose psilocybin truffles are naturally grown in a premium facility in Horst, Netherlands. The dosage will be customized for each participant by licensed therapist and microdosing expert Jeff Hamburg based on the preparation session.

"Our market research shows 16% of Adults in Oregon are interested in microdosing services on a weekly basis and another 33% are interested on a monthly basis," added Sarah Haskhes. "Sponsoring this pilot event will enable us to suggest and advocate for a program that can hopefully help a wide range of Oregonians. We believe the group microdosing event will illustrate a working model to help the Oregon Psilocybin Advisory Board and the OHA to refine psilocybin regulations as well as Washington's Psilocybin Wellness Workgroup which is being formed."

"We continue our innovative ways to collect consensual data around psilocybin that helps us as a company, which in turn, we hope can help other progressive lawmakers around the world," said CEO and Director of Red Light Holland Todd Shapiro. "We also continue to cleverly build our responsible use iMicrodose brand, aimed at selling more products while remaining focused on increasing revenues."

"We are grateful for Red Light's support to spearhead this pilot event that we hope will evolve consumer perception about psychedelics," said Jeff Hamburg, head of Sacred Journey Amsterdam. "Both music and community have healing and connective qualities and we are excited to test the potential benefits of combining microdosing psilocybin truffles in this ground-breaking setting."

Measure 109 will make Psilocybin Services available to 21 years and older in Oregon who think they can benefit from them without a need for medical diagnosis. The service must include a prep-session, a psilocybin session in a licensed facility supervised by a licensed facilitator, and a possibility of an integration session. On December 31, 2022, the Oregon Health Authority will publish forms and regulations necessary for the exact implementation.

Washington has set a budget of 200,000 USD for creating a Psilocybin Wellness Workgroup to advise on legalization of Psilocybin Services.

### **About Red Light Holland Corp.**

The company is an Ontario-based corporation positioning itself to engage in the production, growth and sale (through existing Smart Shops operators and an advanced e-commerce platform) of a premium brand of magic truffles to the legal, recreational market within the Netherlands, in accordance with the highest standards, in compliance with all applicable laws.

### **For additional information:**

Todd Shapiro

Chief Executive Officer, Chairman, and Director

Tel: 647-643-TRIP (8747)

Email: [todd@redlight.co](mailto:todd@redlight.co) (mailto:todd@redlight.co)

Website: [www.RedLight.co](http://www.RedLight.co) (<https://www.newsfilecorp.com/redirect/kzLmZs18mX>)

### **Forward Looking Statements**

This news release contains "forward-looking statements" within the meaning of applicable securities laws. All statements contained herein that are not clearly historical in nature may constitute forward-looking statements.

Generally, such forward-looking information or forward-looking statements can be identified by the use of forward-looking terminology such as "plans", "expects" or "does not expect", "is expected", "budget", "scheduled", "estimates", "forecasts", "intends", "anticipates" or "does not anticipate", or "believes", or variations of such words and phrases or may contain statements that certain actions, events or results "may", "could", "would", "might" or "will be taken", "will continue", "will occur" or "will be achieved". The forward-looking information and forward-looking statements contained herein include, but are not limited to, statements regarding: the details of the planned pilot group microdosing event on April 16th, 2022; comments with respect to the pilot group microdosing event assisting Red Light if and when the final regulations in Oregon are approved; details with respect to Measure 109; Red Light's plans to conduct research in the Netherlands, statements regarding Red Light's community outreach and advocacy programs; the intended outcomes and effects of Measure 109; statements regarding the implementation of Measure 109 by the Oregon Health Authority; details regarding the event organized by Sacred Journey Amsterdam including the performance of the New European Ensemble concurrently held with a dosing session; Red Light's expectations of obtaining the consent of facilitators and participant to collect and analyze data on best practices on group microdosing services; Red Light's plans to compile a report and make recommendations to the regulatory bodies in Oregon and Washington state to inform rule promulgation for microdosing regulations; Red Light Holland premium iMicrodose psilocybin truffles being available for participants in the event; the dosages being customized for each participant by licensed therapist; that sponsoring the event will enable Red Light to

advocate for a program that helps a wide range of Oregonians; that the group microdosing event will illustrate a working model to help the Oregon Psilocybin Advisory Board and the Oregon Health Authority to refine psilocybin regulations as well as help form the Washington's Psilocybin Wellness Workgroup; the belief that microdosing services can promote equity due to a low price point and become integrated into people's daily life; that Measure 109 will make Psilocybin Services available to 21 years and older in Oregon who think they can benefit from them without a need for medical diagnosis; that on December 31, 2022, the Oregon Health Authority will publish forms and regulations necessary for the exact implementation; and that Washington has set a budget of 200,000 USD for creating a Psilocybin Wellness Workgroup to advise on legalization of Psilocybin Services.

Forward-looking information in this news release are based on certain assumptions and expected future events, namely: Red Light's ability to carry out the pilot group microdosing event on the terms and timelines discussed in this news release, or at all; the ability of the group microdosing event to yield the expected information to assist Red Light with legalization efforts described in this new release, or at all; Measure 109 being implemented on the terms and timelines described in this news release; Red Light Holland's ability to continue as a going concern; the continued commercial viability and growth in popularity of psilocybin products; continued approval of Red Light Holland by the relevant governmental and/or regulatory authorities; the continued growth of Red Light Holland; details regarding the event organized by Sacred Journey Amsterdam including the performance of the New European Ensemble concurrently held with a dosing session; Red Light's continued expectations of obtaining the consent of facilitators and participant to collect and analyze data on best practices on group microdosing services; Red Light's continued plans to compile a report and make recommendations to the regulatory bodies in Oregon and Washington state to inform rule promulgation for microdosing regulations; Red Light Holland premium iMicrodose psilocybin truffles being available for participants in the event; the dosages being customized for each participant by licensed therapist; that sponsoring the event will enable Red Light to advocate for a program that helps a wide range of Oregonians; that the group microdosing event will illustrate a working model to help the Oregon Psilocybin Advisory Board and the Oregon Health Authority to refine psilocybin regulations as well as help form the Washington's Psilocybin Wellness Workgroup; the belief that microdosing services can promote equity due to a low price point and become integrated into people's daily life; that Measure 109 will make Psilocybin Services available to 21 years and older in Oregon who think they can benefit from them without a need for medical diagnosis; that on December 31, 2022, the Oregon Health Authority will publish forms and regulations necessary for the exact implementation; and that Washington has set a budget of 200,000 USD for creating a Psilocybin Wellness Workgroup to advise on legalization of Psilocybin Services.

These statements involve known and unknown risks, uncertainties and other factors, which may cause actual results, performance or achievements to differ materially from those expressed or implied by such statements, including but not limited to: the potential inability of Red Light to carry out the pilot group microdosing event on the terms and timelines described in this news release; the potential inability of Oregon to implement Measure 109 on the terms and timelines described in this news release; the potential inability of Red Light Holland to continue as a going concern; the risks associated with the psychedelics industry in general; increased competition in the recreational and medical psilocybin markets; the potential future unviability of the psychedelics industry; public opinion and perception of the psychedelics industry; incorrect assessment of the value and potential benefits of expansion plans and various transactions; risks associated with potential governmental and/or regulatory action with respect to the psychedelics industry; changes in general economic, business and political conditions, including changes in the financial and stock markets; and risks related to infectious diseases, including the impacts of the COVID-19 pandemic; the event not proceeding as detailed and no longer organized by Sacred Journey Amsterdam including the cancellation of the performance of the New European Ensemble and/or the planned and concurrently held dosing session; Red Light's inability to obtain the consent of facilitators and participant to collect and analyze data on best practices on group microdosing services; Red Light's inability to compile a report and make recommendations to the regulatory bodies in Oregon and Washington state to inform rule promulgation for microdosing regulations; Red Light Holland premium iMicrodose psilocybin truffles being unavailable for participants in the event; the dosages not being customized for each participant by licensed therapist; that sponsoring the event will not enable Red Light to advocate for a program that helps a wide range of Oregonians; that the group microdosing event will not illustrate a working model to help the Oregon Psilocybin Advisory Board and the Oregon

Health Authority to refine psilocybin regulations as well as not helping form the Washington's Psilocybin Wellness Workgroup; the belief that microdosing services can promote equity due to a low price point and become integrated into people's daily life not come into fruition; that Measure 109 will be unable to make Psilocybin Services available to 21 years and older in Oregon who think they can benefit from them without a need for medical diagnosis; that on or around December 31, 2022, the Oregon Health Authority will not publish forms and regulations necessary for the exact implementation; and that Washington no longer set a budget of 200,000 USD (or more) for creating a Psilocybin Wellness Workgroup to advise on legalization of Psilocybin Services.

Readers are cautioned that the foregoing list is not exhaustive. Readers are further cautioned not to place undue reliance on forward-looking statements, as there can be no assurance that the plans, intentions or expectations upon which they are placed will occur. Such information, although considered reasonable by management at the time of preparation, may prove to be incorrect and actual results may differ materially from those anticipated.

Forward-looking statements contained in this news release are expressly qualified by this cautionary statement and reflect Red Light Holland's expectations as of the date hereof and are subject to change thereafter. Red Light Holland undertakes no obligation to update or revise any forward-looking statements, whether as a result of new information, estimates or opinions, future events or results or otherwise or to explain any material difference between subsequent actual events and such forward-looking information, except as required by applicable law.



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