

ISO 9001:2015 Certification granted for Pure Production AG and DEOM Production AG

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ZEININGEN, AG. Switzerland, Pure Production AG and DEOM Production AG, both subsidiaries of Pure Holding AG and among Europe's largest producers and processors of hemp-derived CBD, announce the successful completion of the audit for ISO 9001:2015. This audit clearly demonstrates their dedication to the highest quality standards for production. The audit and certification were carried out by SWISO GmbH, one of Switzerland's leading accredited certification authorities.

"Especially with the current global situation and development of the cannabis industry, leading companies need to set an example and we want to do our part in setting new standards," said Stevens Senn, founder and CEO, Pure Holding AG. *"It is an important and necessary step in professionalizing not only the Swiss, but the entire cannabis industry worldwide."*

ISO 9001:2015 is an international standard for quality management systems for companies that operate in a regulatory environment. The standards include requirements for quality systems, personnel, facility, material control, quality oversight and manufacturing controls.

ABOUT ISO

The International Organization for Standardization (ISO) is "an independent, non-governmental international organization with a membership of 164 national standards bodies. Through its members, it brings together experts to share knowledge and develop voluntary, consensus-based, market relevant International Standards that support innovation and provide solutions to global challenges." More at www.iso.org.

About Pure Holding AG

Pure Holding AG is a leading cannabis company. The group has six subsidiaries in the areas of breeding, production, processing, pharmaceuticals, and distribution.

The goal is to bring out the full potential of the cannabis plant and to ensure that the enormous benefits of cannabis are available to everyone - growers, producers, pharmaceutical companies, customers, and patients alike.

The Pure Group invests and innovates in order to change the way cannabis is grown and protected, transforming the industry while bringing about a positive, lasting change in agriculture.

Contact: Renato Auer – auer@pureeurope.eu - +41 61 855 70 62