

cbdMD Celebrates Industry Wide National CBD Month As Official Founder

Charlotte, N.C. January 4, 2021 - cbdMD, Inc. (NYSE American: YCBD, YCBDpA), one of the leading, most highly trusted and best recognized CBD companies, celebrates the third annual recognition of National CBD Month.

Founded back in 2020, National CBD month has been celebrated annually throughout the month of January. What started as an effort to initiate advocacy for hemp-derived products while increasing consumer awareness about the many applications of these products, has since developed into a wide-spread celebration of how far the industry has come in just a few short years. As lawmakers look to push for further tangible CBD product regulations, the annual monthly holiday is positioned to once again shed light on a growing industry that has only begun to scratch the surface of its lasting potential. According to the “Global CBD Market 2021-2025” report by ReasearchAndMarkets.com, the CBD market is poised to grow roughly \$30 billion between 2021 and 2025. This equates to about 27% CAGR during the aforementioned forecast period.

“While 2021 had its ups and downs across all industries, we’re confident that 2022 is the year we can further solidify ourselves as a leader in the CBD market. At cbdMD, we’ve always believed that if we can properly educate the consumers on the viability of our products, then we’ll be able to continue the growth of the entire space. It’s not just about the recognition as the Official Founder. It’s about continuing the narrative of establishing credible industry-wide regulations while empowering consumers to take control of their everyday lives in a healthy, more natural way,” said co-CEO of cbdMD, Inc. Martin Sumichrast.

About cbdMD, Inc.

cbdMD, Inc. is one of the leading and most highly trusted and most recognized cannabidiol (CBD) brands with a comprehensive line of U.S. produced, THC-free¹ CBD products. The cbdMD brand currently includes over 130 SKUs of high-grade, premium CBD products including CBD tinctures, CBD gummies, CBD topicals, CBD capsules, CBD bath bombs, CBD bath salts, CBD sleep aids, CBD drink mixes and full spectrum CBD options. Our Paw CBD brand of pet products includes over 45 SKUs of veterinarian-formulated products including tinctures, chews, topicals products in varying strengths, and our cbdMD Botanicals brand of beauty and skincare products features 15 SKUs, including facial oil and serum, toners, moisturizers, clear skin, facial masks, exfoliants and body care. To learn more about cbdMD and their comprehensive line of U.S. grown, THC-free¹ CBD oil products, please visit www.cbmdmd.com, follow cbdMD on Instagram and Facebook, or visit one of the 6,000 retail outlets that carry cbdMD products.

Forward-Looking Statements

This press release contains certain forward-looking statements that are based upon current expectations and involve certain risks and uncertainties within the meaning of the U.S. Private Securities Litigation

Reform Act of 1995. Such forward-looking statements can be identified by the use of words such as "should," "may," "intends," "anticipates," "believes," "estimates," "projects," "forecasts," "expects," "plans" and "proposes." These forward-looking statements are not guarantees of future performance and are subject to risks, uncertainties, and other factors, some of which are beyond our control and difficult to predict and could cause actual results to differ materially from those expressed or forecasted in the forward-looking statements, including, without limitation, statements made with respect to the expansion of the consumer market for CBD products, our ability to increase our market share, the availability of the Amazon platform for our CBD products, our ability to expand our business and significantly increase our revenues, our ability to effectively leverage our brand partnerships and sponsorships, our ability to effectively compete in our market, our ability to achieve our net sales guidance, and our ability to report profitable operations in the future. You are urged to carefully review and consider any cautionary statements and other disclosures, including the statements made under the heading "Risk Factors" in cbdMD, Inc.'s Annual Report on Form 10-K for the fiscal year ended September 30, 2021 as filed with the Securities and Exchange Commission (the "SEC") and our other filings with the SEC. All forward-looking statements involve significant risks and uncertainties that could cause actual results to differ materially from those in the forward-looking statements, many of which are generally outside the control of cbdMD, Inc. and are difficult to predict. cbdMD, Inc. does not undertake any duty to update any forward-looking statements except as may be required by law. The information which appears on our websites and our social media platforms, including, but not limited to, Instagram and Facebook, is not part of this press release.

¹THC-free is defined as below the level of detection using validated scientific methods.

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