



Heliospectra Named Marijuana Industry Technology Leader

Heliospectra Receives The Cannabist Award for Lighting Technology

(GOTHENBURG, Sweden/SAN FRANCISCO, CA, November 23, 2016) – Heliospectra AB (publ) (OTCQB: HLSPY, FIRSTNORTH: HELIO), a world leader in [intelligent lighting technology](#) for controlled environments horticulture, announced today that the company was recognized as the Industry Leader in Lighting Technology award winner at [the Second Annual Cannabist Awards](#).

Patented [Heliospectra LED lighting technologies](#) are the frontrunner in the competitive landscape of cannabis grow lights because they are designed specifically for both greenhouse and sole-source cultivation environments. Featuring custom optics and rigorously researched color wavelengths to optimize plant health and performance, Heliospectra IoT lighting solutions offer real-time feedback, integrated software controls and advanced connectivity with plant and environmental sensors to boost operational efficiencies.

“It is a thrill to win this prestigious award,” said Caroline Nordahl Wells, general manager for Heliospectra Americas. “Our primary goal is ensuring our customers are successful using Heliospectra technology. This recognition from such a reputable organization is a powerful endorsement of the hard work by our engineering and research teams here in North America and in Sweden.”

The company’s momentum continues to accelerate along with the legal marijuana industry in North America and is bolstered by unprecedented customer results achieved at [The Grove Nevada](#) and other cannabis cultivation leaders. Heliospectra LED grow lights enable businesses in the medicinal cannabis sector as well as global agriculture and horticulture industries to increase sales and fast-track ROI by reducing electric consumption and HVAC load while providing consistent, high quality harvests.

The Cannabist Awards recognize the world's top researchers, technologists, thought leaders, products, influencers and philanthropists. A panel of expert judges, including some of the most respected leaders in many verticals in the industry from all over the US, Canada and Spain, selected winners in 40 categories. The awards celebrate the best in cannabis and hemp

technology, research, sustainability, education, philanthropy and other forward-looking facets in the evolving cannabis space.

The Cannabist Awards is held by a division of The Denver Post, The Cannabist, a primary news source for the legal marijuana industry. The publication is widely recognized as one of the top marijuana industry publications. Fortune magazine named its editor [Ricardo Baca](#) one of the seven most powerful people in American cannabis. The Cannabist Awards highlights the brightest and most progressive names in the marijuana industry. The second annual Cannabist Awards were presented at a live event in Las Vegas on November 16, 2016 during the Marijuana Business Conference & Expo and winners were selected from more than 2,400 submissions.

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About Heliospectra AB

Heliospectra AB (publ) (OTCQB: HLSPY, FIRSTNORTH: HELIO) (www.heliospectra.com) specializes in intelligent lighting technology for plant research and greenhouse cultivation. The Company's lighting system provides an effective and durable technology for cultivating greenhouse and indoor plants by combining several different groups of versatile light emitting diodes (LEDs) with optics, remote sensing techniques, and a robust heat dissipation solution. This proprietary setup gives growers the ability to control the intensity and wavelengths of the light emitted, creating a spectrum specifically adjusted to different plant species and growth stages to better facilitate photosynthesis. The complete, highly-engineered lamp produces crops that look better, taste better, and have a longer shelf-life than those grown under HID lamps. The technology not only reduces energy consumption by up to 50 percent, but also helps stimulate growth characteristics and improve plant quality. Other benefits include reduced light pollution, lower mercury use due to the avoidance of traditional HID/HPS bulbs, and less HVAC investment and monthly expense requirements.

Heliospectra products are based on in-depth knowledge in plant physiology and photosynthesis along with a unique way to utilize modern LED technology. After six years of development in Sweden, the company has now begun to expand into the international market. The company has raised more than \$ 21 million in capital and has received more than \$2.6 million through academic scholarships and grants. It has also received numerous awards for its forward

thinking technology. Principal owners: Weland Steel www.welandstal.se, Swedish Industrial Fund www.industrifonden.se, Midroc www.midroc.se, Avanza Pension www.avanza.se.

Forward-Looking Statements

The statements in this press release constitute forward-looking statements within the meaning of federal securities laws. Such statements are based on our current beliefs and expectations and are inherently subject to significant business, economic and competitive uncertainties and contingencies, many of which are beyond our control. In addition, such forward-looking statements are subject to assumptions with respect to future business strategies and decisions that are subject to change. Potential risks and uncertainties include, but are not limited to, technical advances in the industry as well as political and economic conditions present within the industry. We do not take any obligation to update any forward-looking statement to reflect events or developments after a forward-looking statement was made.

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This information is information that Heliospectra AB (publ) is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person set out above, at 14:00 CET / 8 AM EST on November 23, 2016.