Heliospectra to Present on Cannabis Investor Webcast on January 26, 2017

(Gothenburg, Sweden & San Francisco, CA, January 24, 2017) -- Heliospectra AB (publ) (OTCQB: HLSPY) (FIRSTNORTH: HELIO), a world leader in intelligent lighting technology for controlled environments horticulture, is pleased to announce that current CEO Staffan Hillberg and incoming CEO Ali Ahmadian will present on the upcoming Cannabis Investor Webcast. The webcast is scheduled to take place on Thursday, January 26, and Heliospectra is scheduled to present from 11:00 am EST to 11:45 am EST (17:00 CET to 17:45 CET).

You can register for this free Webcast by visiting http://www.cannawebcast.com/ and clicking the "Attend" button at the top of the page or by clicking here.

“As a market leader in patented, advanced lighting technologies for cannabis cultivation, Heliospectra is at the forefront of a rapidly evolving industry and we are privileged to work with customers focused on creating large-scale, sustainable business models,” said Staffan Hillberg, CEO of Heliospectra. “It is important for investors to understand the maturing cannabis sector and why executives, master growers and commercial operations are deploying Heliospectra’s LED solutions to achieve consistent yields, product quality and price stability for their organizations.”

Heliospectra announced in January 2017 that Ali Ahmadian, chief commercial officer, will assume the role of CEO as Hillberg moves to an advisory role on capital markets and investor relations for the company. Ahmadian brings international commercial acumen to Heliospectra after serving on the Global Senior Leadership Team for Tetra Pak, a multinational food packaging and processing company which supports customers in more than 175 countries.

The Cannabis Investor Webcast is held monthly and features live presentations and Q&A sessions by CEOs and CFOs of privately held and publicly traded companies working with customers in the cannabis industry. The free Webcast is a day-long live event with visual, audio, and PowerPoint presentations via the GoToWebinar platform. Members of the audience can virtually attend all presentations or join in on the sessions that interest them the most. Members are encouraged to ask the presenter questions to promote investor relations and interaction. All presentations are recorded and accessible on the Cannabis Investor Webcast YouTube channel.

Investor Relations:

Staffan Hillberg, CEO of Heliospectra | +46 (0)708 36 59 44 |

staffan.hillberg@heliospectra.com

Michael Swartz, Senior Analyst | Viridian Capital Advisors, LLC | +1 212-333-0257 | mswartz@viridianca.com

G&W Fondkommission is Heliospectra’s Certified Advisor for Nasdaq First North - www.gwkapital.se

www.heliospectra.com

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 $ 29 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. The largest owners are Weland Steel www.welandstal.se, Swedish Industrial Fund www.industrifonden.se, Midroc www.midroc.se, Avanza Pension www.avanza.se.

Forward-Looking Statements