

## **NEVIS BRANDS INC. Announces Licensing Agreement and Expansion of Major™ brands to Illinois**

- The Company has secured a licensing agreement with Drecisco Farms to produce and distribute Major™ in Illinois
- The Company has begun planning for production and distribution is to begin in April 2025

SEATTLE, WA, February 5th, 2024 – Nevis Brands Inc. (CSE: NEVI, OTCQB: NEVIF) (“Nevis,” “Nevis Brands” or the “Company”), a leading provider of cannabis beverage products, announced today it has executed a licensing agreement with Drecisco Farms of Morton Grove, IL to produce and distribute Major(™)

Drecisco has licensed the full lineup of Major(™) and will lead with the production of Major (™) shots in Blueberry, Fruit Punch and Blackberry Lemonade. Major is a dosable 100mg THC beverage that delivers the effects of cannabis within 10-20 minutes of consumption. Over 5 million bottles of Major(™) have been sold since its initial launch in Washington State in 2019.

According to Illinois government reported figures, cannabis sales in Illinois totaled almost 2 billion and has over 170 retail dispensaries. Illinois is one of the largest cannabis markets in the United States. Nevis expects Major(™) to be on sale in Illinois by April 2025.

“We have long sought to enter the Illinois market and believe we have found the best possible licensee with Drecisco Farms,” said John Kueber, Nevis Brands CEO. “The Illinois cannabis market has remained strong from a pricing and demand perspective and represents a series of opportunities for Major(™) beverages. With our recent launches in New Jersey, Mississippi, Missouri and Oklahoma in the last year, we are excited to replicate those successes.”

Major is currently sold in 10 different states and also available in most of the United States through its hemp derived THC product. Major is on track to sell over \$15 million in retail sales in 2025.

### **About Nevis Brands**

Nevis innovates and develops cannabis products that have been consumed by millions of consumers across the United States. Led by our flagship brand Major™ Nevis partners with leading cannabis product manufacturers and distributors to enhance their product offerings.

### **CONTACT INFORMATION:**

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#### Cautionary Statement Regarding “Forward-Looking” Information

Some of the statements contained in this news release are forward-looking statements and information within the meaning of applicable securities laws. Forward-looking statements and information can be identified by the use of words such as “expects”, “intends”, “is expected”, “potential”, “suggests” or variations of such words or phrases, or statements that certain actions, events or results “may”, “could”, “should”, “would”, “might” or “will” be taken, occur or be achieved. This forward-looking information is provided as of the date of this news release. The forward-looking information reflects our current expectations and assumptions and is subject to a number of known and unknown risks, uncertainties and other factors, which may cause actual results, performance, or achievements to be materially different from any anticipated future results, performance or expectations expressed or implied by the forward-looking information. No assurance can be given that these assumptions will prove correct. Forward-looking statements and information are not historical facts and are subject to a number of risks and uncertainties beyond the Company’s control. Investors are advised to consider the risk factors under the heading “Risks and Uncertainties” in the Company’s Form 2A, available at [www.sedar.com](http://www.sedar.com) for a discussion of the factors that could cause the Company’s actual results, performance and achievements to be materially different from any anticipated future results, performance, or achievements expressed or implied by the forward-looking information. Accordingly, readers should not place undue reliance on forward-looking statements. The Company undertakes no obligation to update publicly or otherwise revise any forward-looking statements, except as may be required by law.