

Brand X Lifestyle Corp. Amends and Restates its Investment Policy

Vancouver, British Columbia– June 23, 2020 – Brand X Lifestyle Corp., (“Brand X” or the “Company”) (CSE: BXXX) Brand X announces that its board of directors has adopted an amended and restated investment policy (the “Investment Policy”) which governs its investment activities and investment strategy.

The Investment Policy provides the Company with additional flexibility to invest in any early stage to mid-level emerging growth company. Brand X will initially maintain a focus on the emerging technology sector, however, in light of volatile market and economic conditions resulting from the COVID-19 pandemic, the Investment Policy will allow the Company to look at a greater range of opportunities amidst the volatility and going forward.

A copy of the Investment Policy will be posted on the Company’s SEDAR profile at www.sedar.com.

About Brand X Lifestyle Corp.

Brand X is an investment issuer that actively invests in a diversified portfolio of early-stage to mid-level companies. Brand X leverages its extensive network of operators and global thought leaders to provide investors with unparalleled access to investments that are not normally accessible to the average retail investor. In addition to Ag Tech and Mining Tech IP, the Brand X portfolio now includes IP within the Global Hemp Consumer Brand vertical. Brand X provides capital, experience, and support to emerging market leaders in the progressive health, wellness, and technology spaces while building shareholder value.

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