



AREV BRANDS INTERNATIONAL LTD PRESS RELEASE

AREV ANNOUNCES PURCHASE AGREEMENT TO ACQUIRE CANNA GOLD ASSETS

Vancouver, British Columbia, January 17, 2019 – AREV International Brands Ltd. ("AREV" or the "Company") (CSE - AREV), is pleased to announce a purchase and sale agreement (the "Agreement") dated January 16, 2019 with Jeff Mischuda ("JM") to acquire a 100% interest in certain assets of Canna Gold Inc. ("CGI"). The purchase price of \$1.2 million is payable by way of the issuance to JM of 4,000,000 common shares of the Company at a deemed price of \$0.30 per share. The assets comprise CGI brand; assembly and production methods for CGI's products; CGI products – vaporizers, tinctures, etc. (all products); all web and trade dress and packaging; and all marketing and selling method, styles, designs and practices. The business involving these assets and products will be deployed in jurisdictions where such business is legal such as in certain states of the United States. When gross sales revenues of the retail inventory of the assets reach a minimum of \$1,000,000 as reported in the interim or year-end financial statements of the Issuer, the Issuer will pay to JM the lesser in value of 1,000,000 common shares at the closing market price on the date of SEDAR filing of the Issuer's financial statements with the securities commissions or that number of common shares having an aggregate deemed value of \$500,000.

Consumer spending on cannabis concentrates in the United States was projected to reach almost \$3 billion in 2018 according to a report by [Arcview Market Research](#) in partnership with [BDS Analytics](#). That's an increase of 49% over the previous year's sales. The only larger marijuana product category is smokeable flower. According to Arcview, by 2022, U.S. concentrate product sales are estimated to hit \$8.4 billion and nearly match the \$8.5 billion in flower sales forecast for that year.

Vaping is the main driver of concentrate sales and 58 percent of concentrate spending in 2018 will come from prefilled vaporizers. Linda Gilbert, BDS Analytics' Managing Director of Consumer Insights says the two main reasons vaping is popular is that it is discreet and portable. Vaping emits less odor than bong or marijuana cigarettes.

This acquisition adds another high demand, high margin product line. The Company can leverage its existing assets into additional products such as exclusive extracts from the most popular strains made from its extraction systems. Having this vertical integration gives the Company control over the quality and safety of its ingredients and the ability to stay ahead of competitors by being able to produce and deliver innovative new proprietary products with attractive margins.

Mike Withrow commented "This acquisition of assets brings another great branded line of products to AREV. We can now enter into distribution and licensing agreements in Canada and US legal markets where we can leverage the BC Bud Depot customer base of 50,000 patients and adult users and marketing in High Times' coveted inside cover spread." Mr. Withrow went on to say, "We now have a complete portfolio from rare and original genetics and seeds to high quality extracts and concentrates for use in our exclusive branded finished products which include; 1) Bare Medicinal Topicals for burns, severe insect bites, pain and scaring. 2) Tinctures, 3) Vape Pens and flavoured extract profiles and 4) Distillates, Isolates and other concentrates. This is a fantastic acquisition for our shareholders as it adds another award winning line to the company's product portfolio."

Mr. Jeff Michuda, founder and creator of the Canna Gold commented "I'm pleased to be bringing the Canna Gold line of products to AREV and joining the team. I'm confident our award winning products bring great value to AREV."



For further information, contact Mike Withrow, mike@AREVBrands.com 778-379-8551.

On behalf of the Board,

Mike Withrow
CEO & Director

About AREV Brands International Ltd.

AREV Brands International Ltd. ("AREV") produces and delivers functional compounds and ingredients from its world-class extraction systems. AREV is revolutionizing the current delivery method of terpenes, cannabinoids and flavonoids. These premium ingredients and formulations are used in products targeted for sale in the natural health, medical, functional food, nutraceutical, sport nutrition and bioceutical markets. AREV innovates through extraction to produce extracts from specific selected plant and exude from trees that address 5 areas of health including Anxiety, Pain Management, Insomnia, Central Nervous System Disorders & Libido.

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FORWARD LOOKING INFORMATION

Neither the Canadian Securities Exchange nor its Regulation Services Provider (as that term is defined in policies of the CSE) accepts responsibility for the adequacy or accuracy of this release. This news release may include forward-looking statements that are subject to risks and uncertainties. All statements within, other than statements of historical fact, are to be considered forward looking. Although the Company believes the expectations expressed in such forward looking statements are based on reasonable assumptions, such statements are not guarantees of future performance and actual results or developments may differ materially from those in forward-looking statements. Factors that could cause actual results to differ materially from those in forward-looking statements include market prices, exploitation and exploration successes, continued availability of capital and financing, and general economic, market or business conditions. There can be no assurances that such statements will prove accurate and, therefore, readers are advised to rely on their own evaluation of such uncertainties. We do not assume any obligation to update any forward-looking statements except as required under the applicable laws. This press release contains forward-looking statements. The use of any of the words "anticipate", "continue", "estimate", "expect", "may", "will", "project", "should", "believe" and similar expressions are intended to identify forward-looking statements. Although the Company believes that the expectations and assumptions on which the forward-looking statements are based are reasonable, undue reliance should not be placed on the forward-looking statements because the Company can give no assurance that they will prove to be correct. Since forward-looking statements address future events and conditions, by their very nature they involve inherent risks and uncertainties. These statements speak only as of the date of this press release. Actual results could differ materially from those currently anticipated due to a number of factors and risks various risk factors discussed in the Company's Management's Discussion and Analysis under the Company's profile on www.sedar.com.