



AREV BRANDS INTERNATIONAL LTD

PRESS RELEASE

AREV INTERNATIONAL BRANDS LTD. ANNOUNCES NEW DIRECTOR, CONSULTANTS AND PRIVATE PLACEMENT

Vancouver, British Columbia, May 2, 2019 – AREV Brands International Ltd. ("AREV" or the "Buyer") (CSE - AREV), is pleased to announce Colin Job has joined the board of Directors of the Company, AREV has expanded their executive team and the Company has opened a private placement.

PET INDUSTRY GURU, COLIN JOB JOINS THE BOARD OF AREV BRANDS INTERNATIONAL LTD.

The Company is pleased to announce, Mr. Colin Job has joined the Board of Directors effective immediately. Mr. Job took his families agricultural feed business based in Oakville Ontario and saw an opportunity to get involved in the pet industry, which he turned into Canada's leading online pet products business. He recognized a niche market with dog breeders and developed a loyalty program to supply them with quality products at special pricing. He replicated his success with dog groomers where he built up a large database and launched the first ever Canadian catalogue for breeders and groomer with Canada-wide distribution. Mr. Job's set up the infrastructure for a mail order business and the Oakville store became the highest revenue grossing pet store in Canada.

In 2006 Colin took full control of the daily operation of the business and developed a strategy to become Canada's largest independent retailer in the pet business. From 2008 to 2016 the retail business expanded from 2 stores to 16 stores and revenue grew from \$7 million to close to \$50 million. He grew the business from a successful mom and pop store to a corporation with a solid management team and structure. Throughout his tenure as owner of Ren's Pets he earned the respect of the major players in the industry and built lasting relationships with all his competitors and suppliers. More importantly he built an enduring corporate culture that is the envy of the pet retailing business.

AREV ADDS TO THEIR CORPORATE TEAM

Further, The Company has entered into a Consulting agreement with R. & C. JOB Holdings Inc, Shaxon Enterprises Ltd., Catalyst X Media Corp., and Neil Wills to provide services to the Company.

SHAXON ENTERPRISES LTD., Mr. Shaxon is a capital markets professional with 20+ years experience leading corporate development and finance initiatives in the natural resource, technology and life sciences sectors. Mr. Shaxon was an early pioneer in the legal cannabis market place under the old MMAR as well as 10 years of consulting experience with the top tier of MMJ public companies in Canada and the USA, such as Cannabis Science, Aurora, THC Biomed, Redecan, and Lexaria. Mr. Shaxon was founder of AAA Heidelberg, which partnered with Canopy Growth, and was recently sold to AgraFlora Organics.

Mr. Shaxon is also the majority shareholder of Thor Pharma, which is a late stage ACMPR application located in Ontario.

CATALYST X MEDIA CORP., will be providing the services of principal Jason Springett. Mr. Springett has spent the last 8



years working in the cannabis industry. He began with Cannabis Science, which is the first publicly traded marijuana company in North America. He has worked with several businesses including Entertopia, Lexaria and AAA Heidelberg as a grower on the application. He was promoted to the position of director with AAA Heidelberg in 2014. Mr. Springett was a grower and assisted with the application process for PUF Ventures. He was on the application as the alternate person in charge with Thor Pharma. Mr. Springett played an instrumental part in raising funds for Aurora Cannabis Inc. through Shaxon Enterprises Ltd. in Sept. 2015.

Mr. Neil Wills will be joining the team as Digital and Marketing Executive. Neil joins AREV with over 15 years of industry experience as a Digital Director and Brand Manager. He has successfully launched large-scale digital marketing campaigns for top tier brands such as Canadian Tire, Sobeys, Home Depot, Rexal Pharma Plus, Cisco Systems, Bell Canada, and Toys R Us. His knowledge and skill set runs the gamut from traditional print and digital media campaigns to directing the user experience of complex native applications and web initiatives.

Mike Withrow CEO stated, "We are so fortunate to have attracted the quality that Colin, Don and the rest of the team add to the existing talent within AREV. These additions put AREV in a very good place. I'm pleased to welcome on behalf of the management team and our shareholders."

The Company has issued 3,150,000 stock options to Directors, Officers and Consultants of the Company at a price of \$0.32 for a period of 5 years from the issuance dated. These options will vest immediately.

PRIVATE PLACEMENT

The Company is also pleased to announce that it has opened a private placement (the "Private Placement") of up to 834,000 units (each, a "Unit"), at a price of \$0.30 per Unit, for gross proceeds of up to \$250,200. Each Unit is comprised of one common share (the "Shares") of the Company and one common share purchase warrant (each whole one, the "Warrants") and with each Warrant being exercisable at \$0.50 per Warrant Share. Subject to adjustment in certain events, each whole Warrant entitles the holder thereof to purchase one additional common share (the "Warrant Shares") of the Company at any time on or before 5:00 p.m. (Vancouver time) on the date that is 12 months from the date of issuance of the Warrants; except that, if over a period of 10 consecutive trading days between the date that is 4 months and a day from the date of issuance of the Warrants and the date that the Warrants would otherwise expire, the closing price of the Company's common shares on the Canadian Securities Exchange (or such other stock exchange where the majority of the trading volume for the Company's common shares occurs) is at or exceeds \$0.60, then the Company may, at its option, provide written notice to the warrant holders to exercise their Warrants within 30 days of the date of the notice, failing which the Warrants will expire (the "Exercise Period").

The funds will be used for general working capital, product development and distribution.

Finders' fees may be paid in cash, shares or warrants, or a combination of the forgoing, subject to the Board approval and in accordance with the policies of the CSE.

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.

NEITHER THE CANADIAN SECURITIES EXCHANGE NOR ITS REGULATIONS SERVICES PROVIDER HAVE REVIEWED OR ACCEPT RESPONSIBILITY FOR THE ADEQUACY OR ACCURACY OF THIS RELEASE.

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.