

Greenrise Announces Filing of Annual Financial Statements for Revocation of MCTO

Vancouver, Canada – July 7th, 2023, Greenrise Global Brands Inc. (Frankfurt: C4T, ISIN: CA39540L1085) (CSE: XCX) (“Greenrise” or the “Company”) announces that, further to its news releases dated May 2, May 16, May 30, June 13 and June 27, 2023, the Company has filed its Audited Financial Statements, accompanying Management Discussion and Analysis, and related CEO and CFO certifications for the year ended December 30, 2022 (the "Annual Filings") onto SEDAR.

As a result of the filing of the Annual Filings, the Company expects that the Management Cease Trade Order (“MCTO”), granted on May 2, 2023, by applicable securities regulatory authorities, will be revoked, and directors and officers of the Company will be permitted to trade securities of the Company.

Furthermore, the Company's unaudited interim financial statements, management's discussion and analysis, and related certifications for the three-month period ended March 31, 2023, will be filed on or before July 14, 2023.

About Greenrise Global Brands Inc.

Greenrise is a Canadian publicly traded investment holding company. For more information, please visit: www.greenriseglobal.com

GREENRISE CONTACT:

Mr. Tom Kusumoto, Interim CEO and CFO

greenriseglobal@gmail.com

***Forward-Looking Information:** This press release contains certain forward-looking information that reflects the current views and/or expectations of the Company with respect to its performance, business and future events, including, without limitation, statements relating to the timing and completion of necessary accounting and review procedures to complete the Annual Filings. Statements constituting forward-looking information are not guarantees of future performance and involve risks, uncertainties and assumptions which are difficult to predict. Investors are cautioned that all forward-looking information involves risks and uncertainties, including: that the Company will be subject to additional delays in the filing of its Annual Filings, which could result in additional sanctioning action by applicable securities regulators; and other risks and uncertainties listed in the Company's public filings. These risks, as well as others, could cause actual results and events to vary significantly. Accordingly, readers should not place undue reliance on forward-looking information, which is qualified in their entirety by this cautionary statement. There can be no assurance that forward-looking information, or the material factors or assumptions used to develop such forward-looking information, will prove to be accurate. The Company does not undertake any obligations to release publicly any revisions for updating any voluntary forward-looking information, except as required by applicable securities law.*

Neither the CSE nor its Regulation Services Provider (as that term is defined in the policies of the CSE) accepts responsibility for the adequacy or accuracy of this release.

SOURCE: Greenrise Global Brands Inc.