

Jushi Holdings Inc. Adds Four Senior Executives to Marketing and Finance Teams

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*Andreas Neumann as Chief Creative Director
Michael Perlman as EVP of Investor Relations & Treasurer*

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Boca Raton, Florida – March 6, 2020 - Jushi Holdings Inc. (“Jushi” or the “Company”) (CSE: JUSH) (OTCQX: JUSHF), a globally-focused, multi-state cannabis and hemp operator, today announced the appointment of Andreas Neumann as Chief Creative Director, who will be joined by Julian Scaff as Experience Director and Benjamin McAllister as Art & Digital Director. Michael Perlman has also been appointed as Executive Vice President of Investor Relations & Treasurer.

Mr. Neumann and his team will employ their expansive creative backgrounds in leading all creative, marketing and communication for the Company, working closely with the executive team to initiate a “design thinking” transformation of the Jushi brand and its subsidiaries. Mr. Perlman will leverage his dynamic financial experience across multiple industries to lead the Company’s existing Investor Relations team. In addition, he will work directly with the Accounting and Finance teams on Treasury initiatives. As part of the senior leadership team, Mr. Neumann will report directly to Jim Cacioppo, Chairman and Chief Executive Officer, and Mr. Perlman will report to Erich Mauff, Co-President, and Kimberly Bambach, Chief Financial Officer.

“As we continue to focus on the growth of Jushi’s business, we are pleased to gain the experienced leadership of Andreas, Julian, Benjamin and Michael. We believe that their unique insights will play valuable roles in our organization as we progress on our long-term goals and objectives in the cannabis industry,” said Jim Cacioppo, Chairman and CEO of Jushi.

Mr. Neumann joins Jushi from Idean, a leading global design agency, where he served as Creative Director and Head of Content. Mr. Neumann was instrumental in building out Idean’s U.S. footprint with new, key clients such as IBM, HP, Rolls Royce, Ericsson and others. The success of the U.S. expansion led to the sale of the agency to French consulting giant, Capgemini in 2017. Neumann has been an entrepreneur in the fields of advertising, entertainment, and technology for over three decades. After selling his award-winning film production company to Grey Advertising/WPP, he became the head of their European television department. Later, he co-founded multiple companies, including Songpeople, the UK’s first digital-music research company, GUM, the branded-entertainment division of Saatchi & Saatchi London and Talenthouse, the Silicon-Valley-based social network for artists. Mr. Neumann has developed and launched digital lifestyle platforms for top-tier celebrities in music and fashion. His Hollywood-based production company Sioux has produced award-winning content in film, print, and music. Mr. Neumann is also a rock photographer and has worked with some of the biggest names in the genre including: Queens of the Stone Age, Iggy Pop, Foo Fighters, ZZ Top, Lenny Kravitz and others.

About Andreas’s creative work, Josh Homme, Queens of the Stone Age, says, “Dre is a man of the present, looking straight into the future. He is the most in-the-now photographer I’ve ever worked with. He just believes if there’s a problem, the problem’s got a problem. That tireless energy is why we have such a high ratio of hits.”

Supporting Mr. Neumann are Julian Scaff, Experience Director, a 25-year technology industry veteran with expertise in user research, UX design, emerging technologies and future casting. He is also Associate Professor of Interaction Design at Art Center College of Design. Benjamin McAllister, Art & Digital Director, is an art director, product designer and software architect. His work includes fashion brands, TV/Film, VR/blockchain mobile applications, e-commerce and influencer marketing platforms.

Mr. Perlman joins Jushi from for KLX Energy Services, a leading U.S. onshore provider of mission critical, asset light oilfield services, where he served as Treasurer and Senior Director of Investor Relations. During his tenure, his enterprising leadership created an environment of continuous improvement to the treasury services process throughout the organization. Additionally, he was responsible for progressing all aspects of investor relations and shareholder activities. Mr. Perlman brings with him over 15 years of demonstrating innovative solutions and value across the industries of Investor Relations, Finance, Treasury, and Market Intelligence.

About Jushi Holdings Inc.

We are a globally focused cannabis and hemp company led by an industry leading management team. In the United States Jushi is focused on building a multi-state portfolio of branded cannabis and hemp-derived assets through opportunistic acquisitions, distressed workouts and competitive applications. Jushi strives to maximize shareholder value while delivering high quality products across all levels of the cannabis and hemp ecosystem. For more information please visit www.jushico.com or our social media channels, [Instagram](#), [Facebook](#), [Twitter](#) and [LinkedIn](#).

Forward-Looking Information and Statements

This press release contains certain "forward-looking information" within the meaning of applicable Canadian securities legislation and may also contain statements that may constitute "forward-looking statements" within the meaning of the safe harbor provisions of the United States Private Securities Litigation Reform Act of 1995. Such forward-looking information and forward-looking statements are not representative of historical facts or information or current condition, but instead represent only the Company's beliefs regarding future events, plans or objectives, many of which, by their nature, are inherently uncertain and outside of the Company's control. Generally, such forward-looking information or forward-looking statements can be identified by the use of forward-looking terminology such as "plans," "expects" or "does not expect," "is expected," "budget," "scheduled," "estimates," "forecasts," "intends," "anticipates" or "does not anticipate," or "believes," or variations of such words and phrases or may contain statements that certain actions, events or results "may," "could," "would," "might" or "will be taken," "will continue," "will occur" or "will be achieved". The forward-looking information and forward-looking statements contained herein may include, but are not limited to, information concerning the expectations regarding Jushi, or the ability of Jushi to successfully achieve business objectives, and expectations for other economic, business, and/or competitive factors.

By identifying such information and statements in this manner, the Company is alerting the reader that such information and statements are subject to known and unknown risks, uncertainties and other factors that may cause the actual results, level of activity, performance or achievements of the Company to be materially different from those expressed or implied by such information and statements. In addition, in connection with the forward-looking information and forward-looking statements contained in this press release, the Company has made certain assumptions. Among the key factors that could cause actual results to differ materially from those projected in the forward-looking information and statements are the following: the ability of Jushi to successfully achieve business objectives, including with regulatory bodies, employees, suppliers, customers and competitors; changes in general economic, business and political conditions, including changes in the financial markets; changes in applicable laws; and compliance with extensive government regulation, as well as other risks and uncertainties which are more fully described in the Company's Filing Statement dated December 5, 2019 and other filings with securities and regulatory authorities which are available at www.sedar.com. Should one or more of these risks, uncertainties or other factors materialize, or should assumptions underlying the forward-looking information or statements prove incorrect, actual results may vary materially from those described herein as intended, planned, anticipated, believed, estimated or expected.

Although the Company believes that the assumptions and factors used in preparing, and the expectations contained in, the forward-looking information and statements are reasonable, undue reliance should not be placed on such information and statements, and no assurance or guarantee can be given that such forward-looking information and statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such information and statements. The forward-looking information and forward-looking statements contained in this press release are made as of the date of this press release, and the Company does not undertake to update any forward-looking information

and/or forward-looking statements that are contained or referenced herein, except in accordance with applicable securities laws. All subsequent written and oral forward-looking information and statements attributable to the Company or persons acting on its behalf is expressly qualified in its entirety by this notice.

This news release does not constitute an offer to sell or a solicitation of an offer to buy any of the securities in the United States. The securities have not been and will not be registered under the United States Securities Act of 1933, as amended (the "U.S. Securities Act") or any state securities laws and may not be offered or sold within the United States unless registered under the U.S. Securities Act and applicable state securities laws or an exemption from such registration is available.

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