



## Jushi Holdings Inc.'s BEYOND / HELLO Retail Brand Launches New Personalized Customer Loyalty Program: "The Hello Club"

BOCA RATON, Fla., Feb. 23, 2021 (GLOBE NEWSWIRE) -- [Jushi Holdings Inc.](#) ("Jushi" or the "Company") (CSE: [JUSH](#)) (OTCMKTS: [JUSHF](#)), a vertically integrated, multi-state cannabis operator, announced its retail brand, BEYOND / HELLO™, launched "[The Hello Club](#)," a new, personalized customer loyalty and rewards program. [The Hello Club](#) gives BEYOND / HELLO™ customers the ability to create a personalized shopping experience that is individually customized and allows members to earn rewards, special deals and additional offers based on their personal preferences and purchase history.

"We believe personalized brand experiences will be the future of customer loyalty," said [Jim Cacioppo, Chief Executive Officer, Chairman and Founder of Jushi](#). "The Hello Club allows BEYOND / HELLO™ customers and patients to earn points and other personalized perks that will help drive long-term customer loyalty. We will continue to optimize our in-person and online retail experiences through proven methods, research, data, and technologies allowing us to stay ahead of consumer expectations."

BEYOND / HELLO™ customers can sign up for [The Hello Club](#) by visiting [beyond-hello.com/hello-club/](#). Once registered, members will be asked to select their favorite kinds of cannabis products. [The Hello Club Members](#) will earn one reward point for every \$1.00 spent, which will appear in their "The Hello Club Wallet." Currently, The Hello Club program members will have the following reward benefits: \$10.00 for each 200 points earned; \$60.00 for every 1,000 points earned; and \$140 for 2,000 points earned. In addition to rewards, [The Hello Club Members](#) will also receive exclusive deals and offers based on their personalized profiles, which will appear in The Hello Club Wallet at checkout.

Currently, through its subsidiaries, Jushi operates [16 retail locations](#) across the country. In May of 2020, the Company announced the launch of its digital online shopping experience at [beyond-hello.com](#), which features an industry-leading and vastly improved customer experience, real-time access to store inventory, and easy-to-use online reservations, coupled with convenient in-store and/or curbside pickup (where available). Today, more than two-thirds of BEYOND / HELLO's customers shop or decide on cannabis products online and the Company has had more than four million online visits via mobile devices at [beyond-hello.com](#).

For more information, visit [jushico.com/](#) or [beyond-hello.com/hello-club/](#).

### About Jushi Holdings Inc.

We are a vertically integrated cannabis company led by an industry-leading management team. In the United States, Jushi is focused on building a multi-state portfolio of branded cannabis-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 ecosystem. For more information, please visit [jushico.com/](#), [twitter.com/wearejushi](#) and [beyond-hello.com/](#).

### 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 conditions but instead represent only the Company's beliefs regarding future events, plans or objectives, many of which, by their nature, involve estimates, projections, plans, goals, forecasts and assumptions that may prove to be inaccurate. As a result, actual results could differ materially from those expressed by such forward-looking statements and such statements should not be relied upon. 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".

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 certain expectations and 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 Management, Discussion and Analysis for the nine months ended September 30, 2020, 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.

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.

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