



AYURCANN



kindred

## **Ayurcann Holdings Signs Partnership Agreement with Kindred Partners to Enter Canadian Recreational Market**

*Kindred to bring the up-and-coming company's cannabis products to locations across Canada*

TORONTO (May 12, 2021): Ayurcann Holdings Corp. (CSE: AYUR) (the “**Company**” or “**Ayurcann**”) a Canadian extraction company specializing in the processing of cannabis and hemp for the production of oils and various derivative products as a strategic partner to other LP’s in Canada, is pleased to announce a new exclusive partnership with Kindred Partners Inc., a Toronto-based specialty cannabis brokerage serving the adult recreational use market. This new agreement will allow Ayurcann greater access to the recreational cannabis market.

“With this new arrangement, we are poised to grow faster than ever,” said **Igal Sudman**, CEO of Ayurcann. “Kindred’s commitment to education and strong relationships with the provincial boards nationwide, will allow for more consumers to come to know the quality of our products.”

Kindred Partners Inc. is a wholly owned subsidiary of Breakthru Beverage Group, LLC and has deep roots and experience in effectively managing distribution agreements in highly regulated industries. Kindred operates separately from its sister company, alcohol beverage brokerage Breakthru Beverage Canada, while leveraging related knowledge and expertise in working with Canadian Provincial control boards, licensed distributors, and retailers. This new partnership will work to increase visibility and access to Ayurcann brands throughout Canada, while offering industry intelligence and insights to better serve and supply the adult-use market.

“Ayurcann has seen tremendous growth since its initial launch and we’re excited for the future potential of their diverse portfolio and its ability to meet evolving consumer demands,” said **David Prodanovic**, EVP, General Manager of Kindred Partners. “We’re going to continue to lean on our well-established business model to help Ayurcann execute a superior route-to-market and retail sales strategy. This is a great addition to the Kindred portfolio, and we look forward to a long and successful partnership.”

“These guys know cannabis and we are certain their knowledge of not just sales, but regulatory compliance, will be incredibly helpful as we continue to expand quickly and efficiently,” added **Sudman**. “Our customers already know the care we put into each product and now, more will get to experience the high-quality cannabis goods we produce. This agreement is a win-win.”

## **About Ayurcann Holdings Corp.**

Ayurcann is a leading post-harvest solution provider with a focus on providing and creating custom processes and pharma grade products for the adult use and medical cannabis industry in Canada.

Ayurcann is focused on becoming the partner of choice for leading Canadian cannabis brands by providing best-in-class, proprietary services including ethanol extraction, formulation, product development and custom manufacturing. For more information about Ayurcann, visit their website at <https://ayurcann.com>. The company also maintains a presence on social media, including Facebook, LinkedIn, Instagram, and Twitter.

## **About Kindred Partners**

Kindred Partners is a Canadian owned full-service sales brokerage firm that partners with industry-leading cannabis licensed producers, retailers, and government agencies to support and grow the cannabis industry.

To learn more, please visit [kindredcanada.ca](http://kindredcanada.ca) or follow online @Kindred\_Canada.

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*Forward-looking statements are not guarantees of future performance and involve risks, uncertainties and assumptions which are difficult to predict. Factors that could cause the actual results to differ materially from those in forward-looking statements include, but are not limited to, failure to obtain regulatory approval, ability to increase production at the Company's facilities, the continued availability of capital and financing, and general economic, market or business conditions. Forward-looking statements contained in this press release are expressly qualified by this cautionary statement. These statements should not be read as guarantees of future performance or results. Such statements involve known and unknown risks, uncertainties and other factors that may cause actual results, performance or achievements to be materially different from those implied by such statements. Although such statements are based on management's reasonable assumptions, there can be no assurance that the statements will prove to be accurate or that management's expectations or estimates of future developments, circumstances or results will materialize. Although the Company has attempted to identify important risks, uncertainties and factors which could cause actual results to differ materially, Further, there may be others that cause results not to be as anticipated, estimated or intended and such changes could be material. Public health crises, including the ongoing novel coronavirus (COVID-19) pandemic, could have significant economic and geopolitical impacts that may adversely affect the Company's business, financial condition and/or results of operations. The Company assumes no responsibility to update or revise forward-looking information to reflect new events or circumstances unless required by law. Readers should not place undue reliance on the Company's forward-looking statements.*