



**A LIFESTYLE BRANDING COMPANY  
CSE: LRDS | OTCQB: LRDSF | FSE: 4XM**

For Immediate Release

January 25, 2023

## **LORDS & COMPANY WORLDWIDE HOLDINGS INC. ANNOUNCES SUPPLY AGREEMENT WITH GVB BIOPHARMA**

**Vancouver, B.C January 25, 2023 – Lords & Company Worldwide Holdings Inc. (“Lords” or the “Company”) (CSE: LRDS) (OTCQB: LRDSF) (FSE: 4XM)**, is pleased to announce on January 24, 2023 it has signed a supply agreement with [GVB Biopharma](#), a 22nd Century Group, Inc. company ([Nasdaq: XXII](#)), which allows Lords to expand its existing product offerings in the CBD, dietary supplement and natural health and wellness products. GVB Biopharma has seven product lines with over fifty categories, some of which are lines that Lords Brands already sells. Lords launched its eCommerce platform in early 2022 in the United States.

Lord’s new supply agreement with GVB Biopharma will allow the company to explore cost savings with the current line of products already being sold, expand our product offerings in the current categories and open new product lines. Through its strategic supplier Lords will explore offering new bundle packages for cost savings to the consumer, while introducing new popular Lords branded products. Lords is striving become a leading cannabis-lifestyle and consumer packaged goods company by increase market share and awareness of the high-quality Lords branded product offerings.

Chris Farnworth, CEO and international business development chief strategist, said, "Lords is looking forward to working with GVB Biopharma and their highly talented team of top chemists, engineers, doctors, and biologists. Their approach to vertically integrated operations, rigorous testing, certification, and continuous research into new product offerings is a perfect fit for Lord’s brands product vision and we look forward to integrating our two company cultures."

GVB Biopharma, a 22nd Century Group, Inc. company ([Nasdaq: XXII](#)), a leading biotechnology company dedicated to improving human health with reduced nicotine tobacco, hemp/cannabis, and hops advanced plant technology, today announced the acquisition of privately held GVB Biopharma. As a contract development and manufacturing organization (CDMO), GVB is one of the largest providers of hemp-derived active ingredients for the pharmaceutical and consumer goods industries worldwide based on total tonnage.

GVB has industry leading market positions and expertise in all facets of the hemp/cannabis industry, which include:

- Research and genetics
- Proprietary cryogenic hemp extraction
- Refining, conversion, and product formulation technology
- Leading supplier of Active Pharmaceutical Ingredients (API)
- Low-cost, scalable manufacturing capabilities
- Regulatory and compliance expertise



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- Industry trusted high-quality products
- Current international capabilities

GVB is widely regarded as a best-in-class operator with an estimated 15% share of the hemp-derived active ingredients market. The company is a trusted supplier to leading CBD and cannabinoid brands, including Cookies, Nuleaf and Canaxis Pharma. GVB's formulation capabilities and GMP certified facilities are uniquely suited to manufacture vastly improved pharmaceutical and consumer goods products that leverage and monetize 22nd Century's proprietary plant genetics and research capabilities. GVB is also well positioned to lead international expansion, including multiple international joint ventures in Europe to co-develop and co-own processing and distribution companies aligned to market needs.

**About Lords**

The "**Lords**" brand develops, produces and markets lifestyle apparel and natural health products through our e-Commerce platform to retail, B2B and B2C, consumers in North America and Europe utilizing its proprietary direct-to-consumer platform. Through continuous strategic white labelling, Lords has a strong footprint in the nutraceutical product markets.

**ON BEHALF OF LORDS & COMPANY WORLDWIDE HOLDINGS INC.**

(signed) "*Chris Farnworth*"  
Chief Executive Officer

**For further information, please contact:**

Lords & Company Worldwide Holdings Inc.  
<https://lordsholdings.com/>

Certain statements included in this press release constitute forward-looking information or statements (collectively, "forward-looking statements"), including those identified by the expressions "anticipate", "believe", "plan", "estimate", "expect", "intend", "may", "should" and similar expressions to the extent they relate to the Company or its management. The forward-looking statements are not historical facts but reflect current expectations regarding future results or events. This press release contains forward looking statements. These forward-looking statements are based on current expectations and various estimates, factors and assumptions and involve known and unknown risks, uncertainties, and other factors.

Statements about the Company's future branded lifestyle apparel are all forward-looking information.

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 failure to obtain a Cannabis Act license in a timely manner or at all, the



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continued availability of capital and financing, and general economic, market or business conditions, including the effects of COVID-19. 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. 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.

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