

Integrated Cannabis Company, Inc.
Suite 810, 789 West Pender Street
Vancouver, British Columbia, Canada V6H 1H2

Integrated Cannabis Company, Inc. Announces Brandon Kou as CEO

VANCOUVER, BRITISH COLUMBIA – December 17, 2019 – Integrated Cannabis Company, Inc. (CSE: ICAN, OTCQB: ICNAF) (“**Integrated Cannabis**” or the “**Company**”), a multi-state brand operator in California and Nevada, today announced the appointment of Brandon Kou to the position of Chief Executive Officer, effective immediately.

Brandon Kou was most recently the co-founder and partner of Mavan Capital Partners, an investment firm focused on bringing technology opportunities to its investors. He was responsible for the firm’s overall investment strategy as well as sourcing and execution of the firm’s investments. Mr. Kou is heavily involved in the legalized Cannabis industry. He has been an investor and advisor to several private and publicly traded companies as well as a founder/advisor to various companies in the technology and CPG space.

Prior to Mavan Capital, Mr. Kou was the Co-Founder and General Manager of Steve Nash Enterprises, a family office with portfolio companies in media/entertainment, sports and health/wellness/lifestyle. He was responsible for leading the investment team and originating investment opportunities including Indochino, Sharecare, the Vancouver Whitecaps, Onebode and the Steve Nash Sports Club and Fitness World. In addition to his responsibilities at Steve Nash Enterprises, Mr. Kou served as a Board of Directors proxy for Steve Nash Sports Club and Fitness World, a growing chain fitness clubs in Vancouver co-founded by Mark Mastrov. He also ran Meathawk, a film production company that focuses on feature films and television but also develops and executes video content campaigns for companies like Toyota, Vitamin Water and EA Sports. Mr. Kou has previously served on the Board of Directors for Liquid Nutrition, a healthy QSR that is publically traded on the Toronto Stock Exchange and on the Board of Directors for OneBode, an international holistic vitamin company as well as the board of advisors for several companies including RadPad, Work Force Athletics and Farafena.

Prior to joining Steve Nash Enterprises, Mr. Kou provided investment banking services at Houlihan Lokey where he focused on Media, Sports and Entertainment.

Mr. Kou is a graduate of the Marshall School of Business at the University of Southern California and was born and raised in Seal Beach, CA.

About Integrated Cannabis Company

Integrated Cannabis Company, Inc. is a leading cannabis branded products manufacturer based in California & Nevada, the largest and most competitive cannabis markets in the world. The company’s mission is to make cannabis safe and approachable - that starts with manufacturing high-quality products delivering consistent experiences.

For more information, please visit the company's website at: www.icaninc.com.

ON BEHALF OF THE BOARD

“Eugene Beukman”

Director

For further information about Integrated Cannabis, please contact the Company at:

Email: investors@icaninc.com

Neither the Canadian Securities Exchange nor its Market Regulator (as that term is defined in the policies of the Canadian Securities Exchange) accepts responsibility for the adequacy or accuracy of this release. The Canadian Securities Exchange has not in any way passed upon the merits of the proposed transaction and has neither approved nor disapproved the contents of this press release.

This news release may include forward-looking statements that are subject to risks and uncertainties. All statements within, other than statements of historical fact, are to be considered forward looking. Although the Company believes the expectations expressed in such forward-looking statements are based on reasonable assumptions, such statements are not guarantees of future performance and actual results or developments may differ materially from those in forward-looking statements. Factors that could cause actual results to differ materially from those in forward-looking statements include market prices, exploitation and exploration successes, continued availability of capital and financing, and general economic, market or business conditions. There can be no assurances that such statements will prove accurate and, therefore, readers are advised to rely on their own evaluation of such uncertainties. We do not assume any obligation to update any forward-looking statements except as required under the applicable laws.