

# Highly Dutch Organic launches 420 Hotline

- **Educational, free, real-time consumer resource from coast to coast available on Wednesday, April 20<sup>th</sup> as part of 420 celebrations**
- **Staffed by budtenders, growers, and industry experts**
- **420 is an important annual celebration for cannabis retailers and consumers**
- **42% of Canadians say they've consumed cannabis in the past 12 months<sup>1</sup>**

**TORONTO, April 14, 2022** - The Green Organic Dutchman Holdings Ltd. (the "**Company**" or "**TGOD**") (CSE: TGOD) (US-OTC: TGODF), a sustainable global cannabis company is pleased to announce a new educational initiative as part of its 4/20 celebrations. The Highly Dutch Organic 420 hotline (the "**Hotline**") will be open and free to individuals of legal age everywhere.

April 20<sup>th</sup> ("**420**") is a notable day in the calendar for the cannabis community and has evolved into one of annual importance with rallies, promotions and events taking place around the World. The celebration has been about recognizing the value of the cannabis plant. Despite that, there are still limited educational resources for consumers.

"From the evolution of the counterculture movement to the growing legalization of cannabis around the World, the spirit of 420 has always been to celebrate cannabis with others, and we can help to ensure everyone has access to the information they need on the big day," says Drew Campbell, VP of Marketing of TGOD. "For decades, the Thanksgiving industry has had turkey experts on stand-by via tollfree hotlines for aspiring home chefs. This is our way of providing the same service to those who view 420 as an equally important event."

From the growing facility where Highly Dutch ([www.highlydutch.ca](http://www.highlydutch.ca)) products are cultivated in Ancaster, Ontario, on Wednesday, April 20<sup>th</sup> from 9am-9pm EST, experts will be available to support any inquiry consumers or potential consumers may have about cannabis. A panel of industry experts, budtenders, growers, and cannabis education professionals, like Andrew Freedman (The Cannabis Sommelier), and Kelsey Cannabis will be available through the Hotline. Inquiries to our panel of experts are all free and can be made via phone **1-833-4Highly (1-833-444-4459)** or DM on Instagram (@highlydutchorganic). The Hotline is open to individuals of legal age only.

A recent poll suggested that at least 35% of Canadians are more open and positive about cannabis use since legalization<sup>2</sup>, and 55% of Canadians are aware of 420.<sup>3</sup> The poll also said that 20% also confirmed

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<sup>1</sup> Cannabis 420 Survey. IPSOS. April 2022. Total Base = 1000. English. Q.1 When was the last time you consumed or used any type of cannabis product for recreational purposes (non-medical, enjoyment, pleasure, amusement) or medical purposes (used to treat disease/disorder or improve symptoms) ?

<sup>2</sup> Cannabis 420 Survey. IPSOS. April 2022. Total Base = 1000 . Q.4 Since recreational legalization in 2018, has your opinion of cannabis changed?

<sup>3</sup> Cannabis 420 Survey. IPSOS. April 2022. Total Base = 1000. English. Q.9 420 has been considered a global celebration day for cannabis consumers for many decades. Are you aware of this 420 holiday?

that they'd be somewhat more or much more likely to consume cannabis if more educational resources were available.<sup>4</sup>

"Whether someone is a cannabis-regular or hasn't touched the plant in many decades, we owe it to curious individuals anywhere to support them, and to ensure they have the celebration they're looking for on this 420," says Sean Bovingdon, CEO. "Despite legalization, the educational resources for cannabis are restricted from most mainstream media, so we're excited to offer this free educational service for consumers everywhere."

#### 420 Statistics

- Since legalization, cannabis has contributed \$43.5 billion to Canadian economy, contributed \$15.1 billion in government tax revenues, and sustained 98,000 jobs across the country<sup>5</sup>
- In 2021, cannabis sales jumped more than 50% on 420 vs. an average day<sup>6</sup>

#### **About The Green Organic Dutchman Holdings Ltd.**

The Green Organic Dutchman Holdings Ltd. (CSE: [TGOD](#)) (US-OTC: TGODF) is a sustainable cannabis company with a focus on innovation, quality, consistency, integrity and transparency. The Company is committed to cultivating a better tomorrow by producing its products responsibly, with less waste and impact on the environment. In Canada, the Company serves the recreational market with a brand portfolio including The Green Organic Dutchman, Highly Dutch Organics, Ripple by TGOD and Cruzy, and the medical markets in Canada, South Africa, Australia, and Germany. All cannabis utilized in products for The Green Organic Dutchman and Highly Dutch Organics brands is grown through a certified organic process, which includes living soil, filtered rainwater, sunlight, and natural inputs.

The Company's common shares and certain warrants issued under the indentures dated December 19, 2019, June 12, 2020, October 23, 2020, and December 10, 2020, trade on the CSE under the symbol "TGOD", "TGOD.WS", "TGOD.WR", "TGOD.WA", and "TGOD.WB" respectively. The Company's common shares trade in the U.S. on the OTCQX under the symbol "TGODF". For more information on The Green Organic Dutchman Holdings Ltd., please visit [www.tgod.ca](http://www.tgod.ca).

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<sup>4</sup> Cannabis 420 Survey. IPSOS. April 2022. Total Base = 1000. English. Q.8. If you had more educational resources about Cannabis, how would it impact your consumption of Cannabis

<sup>5</sup> Deloitte. An industry makes its mark. *The economic and social impact of Canada's cannabis sector*. P3.

<sup>6</sup> Bloomberg. Cannabis Canada Weekly: Retailers see 50% jump in 420 sales despite lockdowns.

<https://www.bnnbloomberg.ca/cannabis-canada-weekly-retailers-see-50-jump-in-420-sales-despite-lockdowns-1.1594546> April 23, 2021.

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### **Cautionary Statements**

*This news release includes statements containing certain "forward-looking information" within the meaning of applicable securities law ("forward-looking statements"). Forward looking statements in this release include, but are not limited to statements about the operation of the Hotline, information to be available through the Hotline, and events occurring on 420. Forward-looking statements are frequently characterized by words such as "plan", "continue", "expect", "project", "intend", "should", "believe", "anticipate", "estimate", "may", "will", "potential", "proposed" and other similar words, or statements that certain events or conditions "may" or "will" occur. These statements are only predictions. Various assumptions were used in drawing the conclusions or making the projections contained in the forward-looking statements throughout this news release. Forward-looking statements are based on the opinions and estimates of management at the date the statements are made and are subject to a variety of risks and uncertainties (including market conditions) and other factors that could cause actual events or results to differ materially from those projected in the forward-looking statements, including those risk factors described in the Company's most recent Annual Information Form filed with Canadian securities regulators and available on the Company's issuer profile on SEDAR at [www.sedar.com](http://www.sedar.com). Although the Company believes that the assumptions and factors used in preparing the forward-looking information or forward-looking statements in this news release are reasonable, undue reliance should not be placed on such information and no assurance can be given that such events will occur in the disclosed time frames or at all. The forward-looking information and forward-looking statements included in this news release are made as of the date of this news release. The Company is under no obligation, and expressly disclaims any intention or obligation, to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as expressly required by applicable law.*

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