



## **Stem Holdings Inc. Hires Former Sales Executive from Nike’s Jordan Brand, Eugene (Geno) Purtell, as Oregon Director of Sales**

BOCA RATON, November 2, 2018 - Stem Holdings, Inc. (OTCQB: STMH CSE: STEM) (the Company or Stem), is excited to announce the hiring of Geno Purtell to serve as Stem’s Oregon Director of Sales. As a former Nike executive, Geno brings over 20 years of extensive sales experience to Stem and is looking forward to making the transition into the cannabis industry. Before leaving Nike in 2017, Geno worked as a Strategic Sales Rep, a Product Line Sales Manager, the European Divisional Sales Manager in Amsterdam, as well as the Strategic Account Director for New York City. Most recently, Mr. Purtell was the Jordan Brand Sales Director for strategic accounts.

“I can’t tell you how excited I am to be part of this burgeoning industry,” says Geno. “I have over 30 years of strategic selling experience to share with Stem, and I know my expertise will help Stem’s brands increase sales throughout Oregon.

Geno will work with both TJ’s Gardens and Yerba Buena with the goal to build a robust sales initiative for both brands’ products. In addition, he will be tasked with helping to sell incredibles’ products, Cannavore caramels, G Pen vaporizers, and Tinctures by TJ’s throughout the State of Oregon.

“We couldn’t be more thrilled to have Geno join our team,” says Geoff Ostrove, National Director of Business Development for Stem. “We believe that his skills and experience will be extremely valuable as Stem continues to grow their brand market share within the Oregon cannabis industry.”

With the addition of Geno Purtell, as well as the recent acquisition of Yerba Buena, Stem continues to position itself as one of the leading cannabis companies in Oregon.

“We will be leaders in this industry and we will continue to stay focused on healthy, profitable, and sustainable growth for Stem’s brands and retail partners,” says Geno. “As Abraham Lincoln once said, ‘The best way to predict the future is to create it’ and at Stem, our plan is to do just that - to help create the future by only selling the highest-quality products in the cannabis industry.”

### **About Stem Holdings Inc.**

Stem has positioned itself as a leader in the U.S. cannabis industry by building and operating state-of-the-art cannabis licensed solutions that include: cultivation, processing and retail properties across multiple U.S. markets. As one of the most innovative cannabis companies,

Stem operates, acquires and improves properties for cannabis industry operators and provides turn-key vertically integrated solutions including but not limited to marijuana and hemp cultivation, extraction, infused products and processing. These cannabis entities have developed an extensive portfolio of award-winning consumer-facing brands such as TJ's Gardens, Yerba Buena®, Cannavore®, incredibles®, Dose-ology and Green T-Farms. For more information, visit [www.stemholdings.com](http://www.stemholdings.com).

#### Cautionary Note Regarding Forward-Looking Information

This press release contains statements which constitute "forward-looking information" within the meaning of applicable securities laws, including statements regarding the plans, intentions, beliefs and current expectations of the management of Stem with respect to future business activities. Forward-looking information is often identified by the words "may", "would", "could", "should", "will", "intend", "plan", "anticipate", "believe", "estimate", "expect" or similar expressions and include information regarding: (i) the ability of the Company to successfully achieve its business objectives, (ii) plans for expansion of Stem, (iii) expectations for other economic, business, and/or competitive factors, and plans to grow Stem's market share in the State of Oregon and nationally.

Investors are cautioned that forward-looking information is not based on historical facts but instead reflect the management of Stem's expectations, estimates or projections concerning future results or events based on the opinions, assumptions and estimates of management considered reasonable at the date the statements are made. Although Stem believes that the expectations reflected in such forward-looking information are reasonable, such information involves risks and uncertainties, and undue reliance should not be placed on such information, as unknown or unpredictable factors could have material adverse effects on future results, performance or achievements of the Company. Among the key factors that could cause actual results to differ materially from those projected in the forward-looking information are the following: changes in general economic, business and political conditions, including changes in the financial markets; and in particular in the ability of the Company to raise debt and equity capital in the amounts and at the costs that it expects; adverse changes in the public perception of cannabis; decreases in the prevailing prices for cannabis and cannabis products in the markets that the Company operates in; adverse changes in applicable laws; or adverse changes in the application or enforcement of current laws, including those related to taxation; the inability to locate and acquire suitable companies, properties and assets necessary to execute on the Company's business plans; and increasing costs of compliance with extensive government regulation. This forward-looking information may be affected by risks and uncertainties in the business of Stem and market conditions.

Should one or more of these risks or uncertainties materialize, or should assumptions underlying the forward-looking information prove incorrect, actual results may vary materially from those described herein as intended, planned, anticipated, believed, estimated or expected. Although Stem has attempted to identify important risks, uncertainties and factors which could cause actual results to differ materially, there may be others that cause results not to be as anticipated, estimated or intended. Stem does not intend, and does not assume any obligation, to update this forward-looking information except as otherwise required by applicable law.

No securities regulatory authority has in any way passed upon the merits of the proposed transactions described in this news release or has approved or disapproved of the contents of this news release.

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