

Nextleaf Solutions Announces New Product Launches Across Core Recreational Cannabis Categories, Alongside National Brand Activations for Acclaimed Legacy-to-Legal Brand Glacial Gold

Vancouver, British Columbia--(Newsfile Corp. - April 19, 2024) - **Nextleaf Solutions Ltd. (CSE: OILS) (OTCQB: OILFF) (FSE: LOMA) ("Nextleaf", "OILS", or the "Company")**, a leading life science firm and licensed cannabis processor, announces their latest lineup of product launches in advance of 4/20, a commemorative day within the cannabis community worldwide. In celebration, the Company is also pleased to debut a series of innovative national brand activations for its acclaimed legacy-to-legal brand Glacial Gold™.

The spirit of 4/20 (acknowledged globally on April 20th) recognizes the decades of advocacy efforts leading to legalization and destigmatization of the plant and its derivatives.

Established in 2015, Glacial Gold is a uniquely authentic brand in the now federally regulated Canadian adult-use and medical channels. With roots in the pre-legalization era, Glacial Gold is a brand nostalgically celebrated amongst budtenders and consumers who recognize its long-standing history and have become early adopters and influencers in the legal landscape.

Product Launches

In keeping with their commitment to rapid innovation and speed-to-market advantage, the Company will debut a series of product launches throughout all major adult-use markets, including vapes, softgels, infused prerolls and oils throughout their third quarter (April-June), including:



Glacial Gold New Product Launches

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- MAX THC Kush Mintz 1.2g Hybrid Vape (now available in BC)
- MAX THC Blueberry Dream 1g Hybrid Vape (now available in BC & AB)
- MAX THC Grape Escape 1.2g Sativa Vape (available in ON June 2024)
- High THC Berry Blotto 1g Vape (now available in BC)
- HIGH THC Banger Vape 1g (now available in ON)

Softgels

- CBD 50 10-pack (now available in BC)
- CBD 50 100-pack (now available in AB & ON)
- Balanced 10:10 10-pack (now available in BC & ON)
- Balanced 10:10 100-pack (now available in AB & ON)

Infused Prerolls

- MAX THC Double D Cherry KO Infused Prerolls 3 x 0.7g (now available in BC, AB & ON)
- 1000mg Triple Infused Pink Kryptonite Infused Prerolls 3 x 0.7g (available in ON June 2024)

Oils

- 2000mg Balanced Oil Drops, 35ml (available in ON June 2024)

Brand Activations

To complement a steady stream of upcoming product launches and in advance of the 10-year anniversary of Glacial Gold's brand launch, Nextleaf is pleased to share the national roll out of their successful 'Glacial Cones' shaved ice experience. A one-of-a-kind experiential marketing activation featuring our top selling vape flavours from Glacial Gold such as Fuzzy Mango, Cherry K.O (Cola), Blueberry Dream, and Berry Blotto non-infused syrups served on ice.

Glacial Gold recently debuted the concept to positive reviews at KIND Gardens, a budtender focused event in Vancouver on April 11th and will further expand the concept throughout Alberta and Ontario later this spring-summer through a series of retail and consumer activations.

"Identifying compliant but compelling marketing activations is an industry-wide challenge. Working within the regulations, our team is constantly looking for ways to deliver a memorable brand experience in an economical and captivating way. We are hyper-focused on delivering ROI, and creating customer delight is a cornerstone of our marketing efforts. Personally, taking part in the debut of our 'Glacial Cones' shaved ice experience affirmed that we hit the mark with this concept, and I witnessed first-hand the resonance with retailers and consumers," shares Emma Andrews, Interim CEO.

Warrants

Nextleaf is pleased to highlight the continued robust support from existing warrant and equity holders. In 2024, 4,675,000 existing warrants to purchase common shares priced at \$0.08 per share have been voluntarily exercised, approximately three and half years before their maturity. The proceeds provide additional growth capital to support Nextleaf's continued national expansion and revenue growth.

Nextleaf has issued an aggregate of 3,675,000 warrants to purchase up to 3,675,000 common shares with an exercise price of \$0.14 per share.

About Nextleaf Solutions Ltd.

Nextleaf® is an innovative cannabis processor with a portfolio of federally regulated emerging consumer brands, market validated cannabis derivative products, and high-purity and high-potency bulk ingredients. Nextleaf's multi-patented, highly automated, closed loop extraction and distillation technology sets the global standard for processing cannabis at-scale.

The Company currently manufactures over 80 different products, across 4 categories for white label clients and house brands. Formulated products and bulk ingredients are sold domestically to B2B partners and exported to applicable international jurisdictions.

With coast-to-coast distribution, Nextleaf brands are sold through both medical and recreational channels and includes acclaimed legacy-era brand Glacial Gold, offering unparalleled value through high purity and high potency vapes, oils, softgels and infused prerolls. Glacial Gold is quickly becoming Canada's go-to brand for value and variety. Additionally, newcomer High Plains Cannabis offers a broader assortment of cannabinoids and plant compounds, reaching additional market segments.

Nextleaf's commitment to rapid innovation, and speed-to-market advantage is guided by their team's unique depth of industry experience, complimented by their Health Canada Research License allowing for unique sensory evaluation of cannabis via human trials, and rapid prototyping. The Company has been issued 19 U.S. patents, and 75+ patents globally, on cannabinoid processing including extraction, distillation, and acetylation, making them the most innovative cannabis refinery worldwide.

On behalf of the Board of Directors of the Company,
Emma Andrews, Interim CEO

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Nextleaf trades as [OILS on the Canadian Securities Exchange](#), [OILFF on the OTCQB Market in the United States](#), and [LOMA on the Frankfurt Stock Exchange](#).

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Certain statements contained in this press release constitute "forward-looking statements" within the meaning of applicable securities laws. All statements other than statements of historical fact contained in this press release, including, without limitation, statements regarding the Company's anticipated delivery of its products to provincial markets across Canada and those regarding the Company's strategy, plans, objectives, goals and targets, and any statements preceded by, followed by or that include the words "believe", "expect", "aim", "intend", "plan", "continue", "will", "may", "would", "anticipate", "estimate", "forecast", "predict", "project", "seek", "should" or similar expressions or the negative thereof, are forward-looking statements. These statements are not historical facts but instead represent only the Company's expectations, estimates and projections regarding future events. These statements are not guarantees of future performance and involve assumptions, risks and uncertainties that are difficult to predict. Therefore, actual results may differ materially from what is expressed, implied or forecasted in such forward-looking statements. Additional factors that could cause actual results, performance or achievements to differ materially include, but are not limited to the risk factors discussed in the Company's MD&A for the most recent fiscal period. Management provides forward-looking statements because it believes they provide useful information to investors when considering their investment objectives and cautions investors not to place undue reliance on forward-looking information.

Consequently, all of the forward-looking statements made in this press release are qualified by these cautionary statements and other cautionary statements or factors contained herein, and there can be no assurance that the actual results or developments will be realized or, even if substantially realized, that they will have the expected consequences to, or effects on, the Company. These forward-looking statements are made as of the date of this press release and the Company assumes no obligation to update or revise them to reflect subsequent information, events or circumstances or otherwise, except as required by law. The Canadian Securities Exchange has not reviewed or approved the contents of this press release.

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