

## **YIELD GROWTH Ships First Urban Juve Products to China for Sale through Artificial Intelligence Enabled Kiosk in Hong Kong**

Vancouver, British Columbia--(Newsfile Corp. - May 21, 2019) - **The Yield Growth Corp. (CSE: BOSS) (OTCQB: BOSQF) (FSE: YG3)** is pleased to announce that Urban Juve products have shipped to China for sale through luxury PopSquare kiosk, which will rotate through six different high traffic destinations in Hong Kong. This first shipment of products is not material but it will allow for direct and efficient e-commerce fulfillment as Urban Juve expands into the Asian market.

Earlier this year, Yield Growth entered into an agreement with consultant Pontier Services to offer Urban Juve luxury wellness products through China's most popular messaging app, WeChat, which has more than one billion monthly active users worldwide. Purchases can soon be made through Alipay and WeChat Pay, the two most popular mobile payment methods among Chinese shoppers. At the same time, a branded WeChat mini-program will launch, which allows customers to fully interact and engage with Urban Juve and purchase products directly through WeChat, anticipated to launch in a few weeks. Pontier is also creating a beautifully customized Urban Juve PopSquare kiosk, where shoppers can experience the products in person.

The PopSquare kiosk is equipped with advanced technology that enhances the shopping experience. A combination of big data, facial recognition, data fusion and machine learning will support increased sales, deeper analytics and enhanced customer service. The kiosk is able to process information from different customer touchpoints-in person and online-to create a seamless shopping experience for each individual. "The advanced technology in the PopSquare kiosk makes it possible for us to leverage data in a brick-and-mortar setting-bringing the advantages of e-commerce shopping to physical locations," explains Penny Green, CEO of Yield Growth and Urban Juve. "In effect, we're creating a unified experience across every point of purchase."

The PopSquare kiosk will launch in T.O.P. Mall, with subsequent stops at other high-traffic shopping malls and technology hubs, including Hong Kong University of Science and Technology, Hong Kong Science Park, Park Yoho, Cyberport and Olympian City Mall. Urban Juve products harness the ancient healing power of Ayurveda, and contain the highest-quality ingredients including hemp root oil, which is extracted through Urban Juice's proprietary process. Eleven products will be available in China, including Align, Balance and Vitalize Face Mists, Moisturizers and Daily Ritual Oils, and Anti-aging Serum and Lip Balm.

### **About The Yield Growth Corp.**

The Yield Growth Corp. is disrupting the global wellness market, worth \$4.2 trillion according to the Global Wellness Institute, by connecting ancient healing with modern sciences and technology, and selling hemp- and cannabis-infused products to mainstream luxury consumers. The Yield Growth management team has deep experience with global brands including Johnson & Johnson, Procter & Gamble, M·A·C Cosmetics, Skechers, Best Buy, Aritzia, Coca-Cola and Pepsi Corporation. Its consumer brand, Urban Juve, signed over 100 retail locations to sell its products in North America and is launching e-commerce in China next month through Wechat. It has signed a sales and marketing alliance with the world's largest online beauty community ipsy.

Key ingredients in these products include Cannabis Sativa hemp root extract, created using Urban Juve's proprietary, patent-pending extraction technology. Urban Juve has also filed 12 patent applications in the United States. Through its subsidiaries, Yield Growth is commercializing over 200 beauty and wellness cannabis products and has multiple revenue streams including licensing, services and product sales.

For more information about Yield Growth, visit [www.yieldgrowth.com](http://www.yieldgrowth.com) or follow [@yieldgrowth](https://www.instagram.com/yieldgrowth) on Instagram. Visit [www.urbanjuve.com](http://www.urbanjuve.com) and #findyourjuve across social platforms to learn, engage and shop.

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