

YIELD GROWTH

YIELD GROWTH Announces Management Update

November 22, 2019 – Vancouver, BC: The Yield Growth Corp. (CSE:BOSS) (OTCQB:BOSQF) (FE:YG3) is pleased to announce it has appointed Tamara Melck as Chief Operating Officer of subsidiary Flourish Mushroom Labs in addition to her role as Chief Operating Officer of Yield Growth.

Tamara Melck has been Chief Operating Officer of Yield Growth since July 2019. She joined the Yield Growth team after 16 years serving in multiple executive roles at leading Canadian fashion retailer Aritzia, including Vice President, Corporate Operations and Executive Vice President, People & Culture. During her time with the company, she built and led a team of more than 60 employees across four cities in Canada and the USA. Having joined Aritzia in 2001 when it was just ten stores and 30 head office employees, Tamara was instrumental in the company's growth. She built several corporate backend functions that allowed Aritzia to scale its operations and achieve \$743M in annual revenue and a market capitalization of over \$1 billion when she left in 2017. Today, Aritzia has 3,000 employees and stores across Canada, the USA, and e-commerce.

Melck holds a Juris Doctor and Master of Business Administration from the University of British Columbia, a Master of Science in Journalism from Columbia University and completed the High Potentials Leadership Program at Harvard Business School.

Further, the company announces that Krystal Pineo has stepped down as a director of The Yield Growth Corp. Yield Growth thanks Krystal Pineo for her service on the Board of Directors and wishes her the best in her future endeavours.

About Flourish Mushroom Labs Inc.

Created by and incubated by the team at The Yield Growth Corp., Flourish Mushroom Labs aims to be a leader in the fast growing functional foods market—and improve life by offering high-quality mushroom-infused products that naturally support better health. Flourish Mushroom Labs is also conducting research into potentially therapeutic benefits of compounds found in magic mushrooms.

About The Yield Growth Corp.

The Yield Growth Corp. is developing and selling hemp, marijuana and mushroom products in what the Global Wellness Institute reports is a \$4.2 trillion-dollar global wellness market. It owns the cannabis wellness brands Urban Juve, Wright & Well and Jack n Jane. The Yield Growth management team has deep experience with global brands including Johnson & Johnson, Procter & Gamble, M·A·C Cosmetics, Skechers and Aritzia. Its all natural hemp skincare brand, Urban Juve, has signed distribution agreements in Canada, Colombia, Brazil, Greece, Cyprus, Bulgaria, Romania and Serbia. Yield Growth's Wright & Well brands are launching a THC/CBD line of topical and edible products in Oregon this month and a CBD from hemp topicals line in California in 2020. Through its subsidiaries, Yield Growth has over 200 proprietary beauty, wellness, edibles and beverage formulas for commercialization. It has filed 12 patents to protect its extraction method and formulas. Yield Growth is in revenue through multiple streams including licensing, services and product sales.

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

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The Canadian Securities Exchange has not reviewed, approved or disapproved the contents of this news release.

Cautionary Statement Regarding Forward-Looking Statements

This press release includes forward-looking information and statements (collectively, "forward looking statements") under applicable Canadian securities legislation. Forward-looking statements are necessarily based upon a number of estimates, forecasts, beliefs and assumptions that, while considered reasonable, are subject to known and unknown risks, uncertainties, and other factors which may cause actual results and future events to differ materially from those expressed or implied by such forward-looking statements. Such risks, uncertainties and factors include, but are not limited to: risks related to the development, testing, licensing, intellectual property protection, and sale of, and demand for, Urban Juve, Wright & Well, Flourish Mushroom Labs, Jack n Jane and UJ Beverages products, general business, economic, competitive, political and social uncertainties, delay or failure to receive board or regulatory approvals where applicable, and the state of the capital markets. Yield Growth cautions readers not to place undue reliance on forward-looking statements provided by Yield Growth, as such forward-looking statements are not a guarantee of future results or performance and actual results may differ materially. The forward-looking statements contained in this press release are made as of the date of this press release, and Yield Growth expressly disclaims any obligation to update or alter statements containing any forward-looking information, or the factors

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