

YIELD GROWTH

Yield Growth Releases New Packaging for Global Compliance

March 10, 2020 – Vancouver, BC: [The Yield Growth Corp.](#) (“Yield Growth”) ([CSE:BOSS](#)) ([OTCQB:BOSQF](#)) ([FE:YG3](#)) is pleased to announce that the company has now completed manufacturing of new secondary packaging for the majority of its Urban Juve products, making its products compliant for exports and retail sales in Europe, the United States and all provinces in Canada. This update also aligns with the launch of streamlined messaging on the Urban Juve website, as well as a new, formal customer feedback program. IPSY.com shows over 34,000 Urban Juve consumer reviews with an overall consumer rating of 4.5 stars out of 5.

The global beauty and personal care products market is expected to grow from USD \$493 billion in 2018 to USD \$757 billion by 2026, at a CAGR of 5.8% between 2019 and 2026, according to Flor Markets.

“We are excited to launch this new evolution of our packaging, which will make it possible for us to distribute to our customers across Canada, the U.S. and Europe, all regions where we have seen growing interest,” said Karla Cheon, VP Marketing for The Yield Growth Corp.

In line with this, Yield Growth has also updated its Urban Juve website, streamlining and simplifying the product messaging based on feedback to better resonate with customers.

“Listening to our customers is extremely important to our team. We want to ensure that they love not only our products, but love the entire Urban Juve experience,” added Ms. Cheon. “This is why we have launched a new, customer feedback program, which will enable us to gather feedback throughout the product development process.”

Yield Growth’s customer feedback program will allow a select number of customers to try out samples of products before they are finalized or produced en masse and provide feedback on their experience. The program will also fuel sales on urbanjuve.com by providing customer reviews. Research suggests that 84% of shoppers trust online peer reviews as much as a recommendation from a friend, and while the multiples vary, it is agreed that online reviews increase online sales conversions by between 150-270%.

Urban Juve is now available in retailers in Greece, Canada and the U.S. The new packaging complies with French language requirements for retail sales in Quebec, Canada and all of Canada. Retailers in certain countries in Europe will need to provide language inserts or labels to be compliant with local regulations.

About The Yield Growth Corp.

The Yield Growth Corp. is a health and beauty consumer packaged goods company selling plant-based products with over 200 proprietary beauty, wellness, edibles and beverage formulas at various stages of commercialization. It's products are sold through e-commerce worldwide and retail stores in 3 countries with distribution agreements in place for 12 more countries. It conducts research for plant-based therapeutics and had 13 patents filed in what the Global Wellness Institute reports is a \$4.2 trillion-dollar global wellness market. It owns the hemp skin care brand Urban Juve, which has been featured in UK Vogue and Elle Canada, and it owns cannabis brands Wright & Well and Jack n Jane. It's majority owned subsidiary Flourish Mushroom Labs is launching a line of medicinal mushroom products and developing a business in the emerging market of psychedelic medicine. The Yield Growth management team has deep experience with global brands including Johnson & Johnson, Procter & Gamble, Skechers and Aritzia. Yield Growth earns 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, brand development, availability of packaging, intellectual property protection, reduced global commerce and reduced access to raw materials and other supplies do to the spread of the Coronavirus, the potential for not acquiring any rights as a result of the patent application and any products making use of the intellectual property may be ineffective or the company may be unsuccessful in commercializing them; and other approvals will be required before commercial exploitation of the intellectual property can happen. The laws around cultivating, selling and using psychedelic mushrooms would need to change in most jurisdictions in order for the use of psychedelic products to be legal 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 or assumptions underlying them, whether as a result of new information, future events or otherwise, except as required by law.

