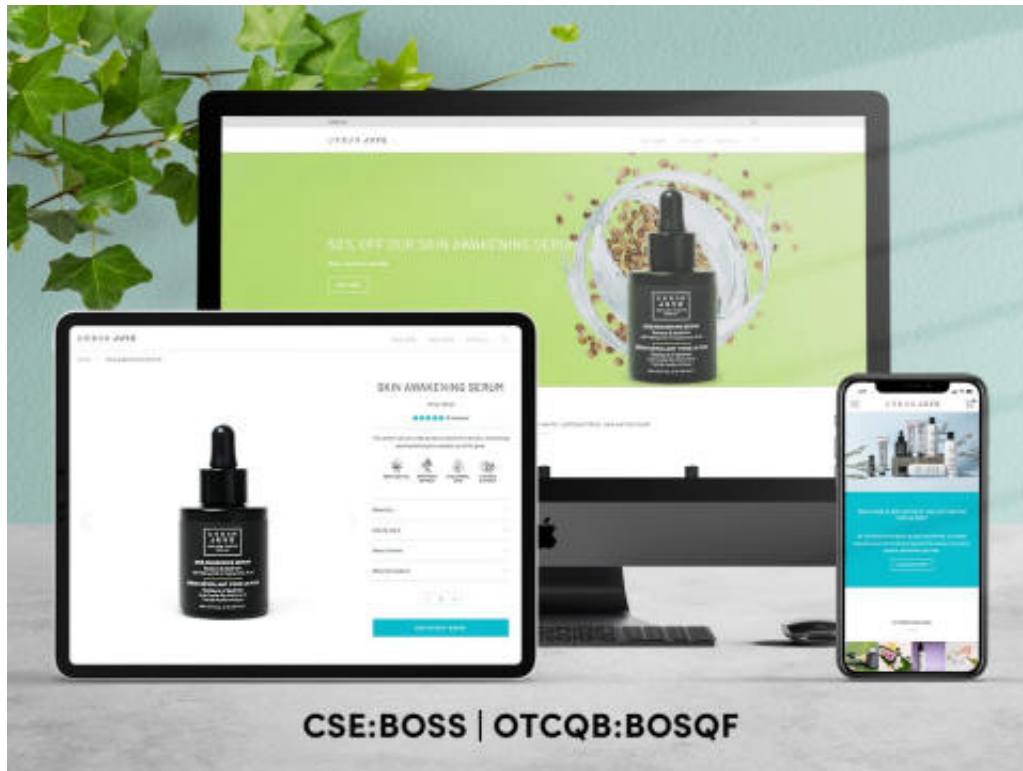


## Yield Growth Launches Shopify Online Store to Bolster Direct to Consumer Sales

Vancouver, British Columbia--(Newsfile Corp. - July 22, 2020) - **The Yield Growth Corp. (CSE: BOSS) (OTCQB: BOSQF) (FSE: YG3)** ("Yield Growth" or the "Company") is pleased to announce the launch of its new e-commerce website for subsidiary brand, [Urban Juve](#), powered by leading ecommerce platform, Shopify.



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To view an enhanced version of this graphic, please visit:  
[https://orders.newsfilecorp.com/files/6377/60253\\_boss2.jpg](https://orders.newsfilecorp.com/files/6377/60253_boss2.jpg)

The online store features the complete Urban Juve plant-based collection as well as select other products, such as Antler's natural deodorant for men and Urban Juve's hand sanitizers.

The optimized online store offers a seamless browsing and purchase experience, richer and more robust product content, a range of payment options including Paypal and Apple Pay, as well as key post-purchase automations and marketing programs designed to increase repeat sales.

"Launching a refreshed and optimized ecommerce site is a key strategic project for Urban Juve. It not only improves the customers' experience with our brand, but is a solid platform upon which we can now develop and expand conversion-driven marketing programs such as influencer and affiliate programs, subscription models, and more," said Karla Cheon, Vice President of Marketing for Yield Growth. "This initiative, combined with web traffic-generation efforts, will provide quality customer data for Urban Juve to nurture its loyal and growing customer base who are seeking plant-based alternatives for their skin."

The launch of the optimized [UrbanJuve.com](http://UrbanJuve.com) on Shopify, the launch of Urban Juve on [Amazon.ca](http://Amazon.ca) and the soon to launch Amazon.com listings are key components of the Company's strategic plan to invest in and grow direct to consumer sales.

The Company is pleased to offer a 15% discount (using code: INVESTOR15) in celebration of the launch, valid until July 31st, 2020.

Shopify has become the second largest online shopping destination second only to Amazon, as [reported by](#) The Observer in September 2019.

The U.S. department of commerce [reported that](#) retail e-commerce sales for the first quarter of 2020 reached \$146.6 billion, an increase of 14.5% when compared to the first quarter of 2019.

Consumers spent \$601.75 billion online with U.S. merchants in 2019, up 14.9% from \$523.64 billion in 2018, also according to the [U.S. Department of Commerce](#). This is an increase over 2018's growth, which was up 13.6% from 2017.

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

The Yield Growth Corp. is a phytoceutical and consumer packaged goods company that develops and acquires intellectual property and other assets related to plant-based products and therapeutics, and develops, manufactures, markets, sells and distributes plant-based products. It has over 200 proprietary wellness formulas at various stages of commercialization, with over 20 products, including a hand sanitizer, that are now for sale through e-commerce or brick and mortar retail stores. It has 14 patent applications to protect its extraction methods and wellness formulas and it is in the early stages of research and development of plant based topicals for prevention or treatment of infectious disease. The Global Wellness Institute reports the global wellness industry is a \$4.2 trillion-dollar global wellness market. Its majority owned subsidiary NeonMind Biosciences Inc. is launching a line of medicinal mushroom products and is developing intellectual property in the emerging area of psychedelic medicine. The Yield Growth management team has deep experience with global brands including Johnson & Johnson, Procter & Gamble, Skechers and Aritzia.

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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. Demand for the company's 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.

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