



## **Cannvas Launches Global Cannabis User-Acquisition Expansion Plan for Cannvas.me Platform**

### **Secures Over 650 Online Domains for Cannabis Marketing Initiative**

TORONTO, July 13, 2018 /CNW/ - **Cannvas MedTech Inc.** ("**Cannvas**" or the "**Company**") (CSE: MTEC), a leading business technology company within the cannabis space, is pleased to announce that it has acquired over 650 online domains since the inception of the Company. The majority of these domains will be used for marketing awareness and customer acquisition as the Company rolls out its global expansion plan for the Cannvas.me platform.

"Our domain strategy is one of many important components of an overall global marketing plan, as we begin the socialization of our cannabis education platform with a goal of achieving user acquisition targets," said Steve Loutskou, Chief Operating Officer, Global Markets, Cannvas MedTech Inc.

"Marketing and customer acquisition efforts will be further emphasized through targeted CRM strategies as the Cannvas.me platform is phased into global markets. Reaching a broad base of users and engaging them through meaningful and contextual content will ensure a healthy base for deriving cannabis sector insights on a global economic scale, directly tying into our financial partnership models for company growth targets and positive financial outcomes."

An example of the contextual nature of the platform is the use of the .me extension. Originally the extension was the domain of the country of Montenegro, but it's become commonplace and popular to use it for personal and customer-centric sites. They are ideal for promoting products or services to a internet-savvy web consumers.

### **About Cannvas.me**

Cannvas.me is an innovative and unbiased online health sciences educational platform where patients can take an active role in defining the path of control of their health and wellness through the use of cannabis. It is a scalable and comprehensive solution for the global cannabis community offering interactive tools and physician-backed content. It takes an innovative approach to place cannabis education at the forefront by bringing design, creativity, data aggregation and global connectivity to new heights. Through subsidiaries Cannvas Creative, Cannvas Data and Cannvas Connect; Cannvas.me will feature innovative tools such as educational learning modules in its Cannvas University, an interactive Cannvas Strain Matcher that educates audiences with specific ailments, and Cannvas Culinary, for those wishing to learn about the culinary approach to treatments.

### **About Cannvas MedTech Inc.**

Cannvas MedTech is a leading business technology company within the cannabis space. We design and build customer-centric solutions that enable our partners to harness the power of data to truly understand their customers, industry, and key business drivers.

*No stock exchange or securities regulatory authority has reviewed or accepted responsibility for the adequacy or accuracy of this release.*

*Some of the statements contained in this release are forward-looking statements, such as estimates and statements that describe the Issuer's future plans, objectives or goals, including words to the effect that the Issuer or management expects a stated condition or result to occur. Since forward-looking statements address future events and conditions, by their very nature, they involve inherent risks and*

*uncertainties. For a description of the risks and uncertainties facing the Company and its business and affairs, readers should refer to the Company's Management's Discussion and Analysis and other disclosure filings with Canadian securities regulators, which are posted on [www.sedar.com](http://www.sedar.com).*

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