

Cannvas and Ellementa, U.S.-Based Cannabis Health and Wellness Network for Women, Partner to Explore Data About Key Consumers

Companies Team Up To Identify the Needs of Female Cannabis Consumers and Deliver Targeted Cannabis Education to Them

TORONTO, March 8, 2019 /CNW/ - **Cannvas MedTech Inc. ("Cannvas" or the "Company") (CSE: MTEC) (Frankfurt: 3CM) (OTCPK: CANVF)**, a leading digital cannabis education and analytics company, and Ellementa, Inc., the fastest-growing global women's network focused on health, wellness, and cannabis, are pleased to announce a partnership leveraging each organization's educational content and data collection to better serve women across North America interested in the potential health benefits of cannabis. With 35% of women consumers using cannabis for medical reasons, Cannvas.Me data shows health and wellness issues are primary reasons why women explore cannabis as an alternative treatment.

"Women report higher rates of conditions potentially alleviated by cannabis - such as pain management, stress and anxiety - strengthening the need for targeted education focused on women's issues and cannabis," said Shawn Moniz, Chief Executive Officer, Cannvas MedTech. "Ellementa has established itself as the leading cannabis network for women across the United States and Canada and we look forward to sharing our resources to deliver targeted cannabis education while combining data assets to paint a clearer picture of cannabis consumption among women."

The partnership between Cannvas and Ellementa position the companies to delve deeper into data collected on their respective audiences to better understand and serve North American women who are exploring cannabis as a health and wellness option. Women are among the fastest-growing customer segments in the cannabis industry, accounting for approximately 31% of the U.S. market. In Canada, according to Cannvas.Me, more women than men are trying cannabis for the first time, nearly half of whom report exploring cannabis as a medical or therapeutic treatment.

Cannvas and Ellementa will share co-branded content on their respective platforms to enrich the cannabis education offered to their audiences. Ellementa will also be a featured partner in Cannvas For Her, a dedicated section of Cannvas.Me exploring women's health and wellness as it relates to cannabis. Original content for Cannvas For Her will be sourced jointly from Cannvas.Me and Ellementa. The companies are also expected to announce additional projects in the coming months.

"We are thrilled to work with Cannvas to extend our reach and strengthen our cannabis education offerings geared toward women," said Aliza Sherman, CEO of Ellementa, Inc.. "We recognize women are seeking out information around cannabis that is relevant to their multi-faceted lives as the major decision makers of health and wellness purchases in households and often the main caregivers of their loved ones. A partnership with Cannvas is a natural fit to enhance our digital offerings and to learn more about the women we collectively serve."

As a leading women's cannabis wellness network, Ellementa aims to connect women to better information about cannabis and to products that can enhance their exploration of cannabis for a healthier and happier life.

About Ellementa

Ellementa is a global women's cannabis wellness network that connects women with trusted

cannabis experts and brands. Co-founded by three women from the tech industry, Aliza Sherman, Melissa Pierce and Ashley Kingsley, Ellementa facilitates in-person Gatherings in communities across North America and offers online resources specifically geared towards health and wellness. For additional information: Ellementa.com/pressroom.

About Cannvas MedTech Inc.

Cannvas MedTech is a leading digital cannabis education and analytics company providing accessible and evidence-based education while harnessing the power of cannabis data and analytics to deliver deeper insights into consumer behaviour and paint a clearer picture of cannabis consumption across Canada.

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.

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