

CYPRESS HILLS PARTNERS INC.

Suite 212 – 1080 Mainland St.
Vancouver, British Columbia. V6B 2T4

NEWS RELEASE

Vancouver, British Columbia,

February 3, 2021

Cypress Hills Partners Inc. (“CHP”) makes the following announcement in accordance with National Instrument 62-103 *The Early Warning System and Related Take-Over Bids and Insider Reporting Issues*.

CHP advises that it has filed an early warning report in connection with its holdings of securities in the capital of **Luxxfolio Holdings Inc.** (the “Company”) on today’s date. The report included securities held by each of Kelly Klatik (“Klatik”) and Dean Linden (“Linden”) of the same address as CHP, both of whom can be considered “joint actors” with CHP. Klatik and Linden control CHP.

The Company is a reporting issuer whose common shares are listed on the Canadian Securities Exchange; having its head office at Suite 212 – 1080 Mainland Street, Vancouver, British Columbia V6B 2T4.

CHP recently acquired beneficial ownership and control over an additional 400,000 common shares (“Shares”) of the Company.

As a result of the purchase, CHP and the joint actors beneficially own and control an aggregate of 4,493,340 Shares (representing 19.67% of the 22,847,415 currently issued and outstanding Shares of the Company), 350,000 Warrants, and 175,000 stock options. Should all of the Warrants and stock options be exercised, CHP and the joint actors would beneficially own and control an aggregate of 5,018,340 Shares (representing 21.47% of the then issued and outstanding Shares of the Company, on a partially diluted basis).

Any of CHP or the joint actors may acquire additional securities of the Company, or may sell some or all of the securities now held by them from time to time in the future, but none has present intentions in either regard. Similarly, none presently has any plans or intentions to (a) undertake a corporate transaction, such as a merger, reorganization or liquidation, involving the Company or any of its subsidiaries; (b) sell or transfer any other material assets to the Company; or cause the Company to sell or dispose of any of its material assets; (c) change the board of directors or management of the Company, including any plans or intentions to change the number or term of directors or to fill any existing vacancy on its board; (d) effect a material change in the present capitalization or dividend policy of the Company; (e) effect a material change in the Company’s business or corporate structure; (f) effect a change in the Company’s charter, bylaws or similar instruments or another action which might impede the acquisition of control of the Company by any person or company; (g) cause any class of securities of the Company to be delisted from, or cease to be authorized to be quoted on, a marketplace; (h) cause the Company to cease to be a reporting issuer in any jurisdiction of Canada; (i) solicit proxies from securityholders; or (j) any action similar to any of those enumerated above.

A copy of the early warning report may be found under the Company’s profile on www.sedar.com.

Cypress Hills Partners Inc.

“Kelly Klatik”

Kelly Klatik