

CYPRESS HILLS PARTNERS INC.

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

NEWS RELEASE

Vancouver, British Columbia,

June 17, 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 had filed an early warning report in connection with its holdings of securities in the capital of **Luxxfolio Holdings Inc.** (the “Company”) on June 17, 2021. 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 (the “Shares”) are listed on the Canadian Securities Exchange; having its head office at Suite 212 – 1080 Mainland Street, Vancouver, British Columbia, V6B 2T4.

On June 15, 2021, the Company announced the closing of the acquisition of WestBlock Capital Inc. (“WestBlock”). The Company acquired all of the issued and outstanding shares of WestBlock, by way of a three-cornered amalgamation between WestBlock, the Company, and a wholly owned subsidiary of the Company (the “Transaction”). The consideration paid to WestBlock shareholders in the Transaction consisted of 16 million common shares and 2.5 million share purchase warrants of the Company.

CHP and the joint actors did not acquire or dispose any Shares related to the Transaction. As of the date of this announcement, CHP and the joint actors beneficially own and control an aggregate of 4,957,540 Shares (representing 10.04% of the 49,355,475 currently issued and outstanding Shares of the Company) and 325,000 stock options. Should all of the stock options be exercised, CHP and the joint actors would beneficially own and control an aggregate of 5,282,540 Shares (representing 10.63% 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