

TransCanna and KeyPlex Collobrate on Innovative Suite of Agro Products to Boost Yield, Treat Plant Pests and Disease

Vancouver, British Columbia--(Newsfile Corp. - June 3, 2020) - **TransCanna Holdings Inc. (CSE: TCAN) (FSE: TH8) ("TransCanna" or the "Company")** is pleased to announce that it has entered into a Memorandum of Understanding ("MOU") with major agriculture firm KeyPlex, to create and market high quality bio-pesticides, bio-fungicides, and fertilizers with micronutrients specifically created for the cannabis industry.

The MOU between the global agricultural powerhouse and Lyfted Farms (a TransCanna subsidiary) marks the first time a line of bio-controls and specifically formulated fertilizers designed to increase plant vigor during each stage of the life cycle, will be created for the unique needs of cannabis and hemp crops. In addition, the all-natural, product lines co-branded by the companies meet the standards required to pass stringent testing in order to be compliant in the highly competitive California cannabis space.

Improving soil and plant health via comprehensive nutritional inputs and biostimulants that make nutrient uptake more effective for cannabis plants has several benefits, including increased yields and disease resistance, and improved pest resistance, which can lead to higher profit margins. In addition, healthier soil requires less water, leading to more sustainable water use and lowered associated costs.

"No one has ever created a similar product range targeting the unique needs of cannabis growers before, so we are pleased to offer a portfolio that will benefit growers and sustainable growing practices in addition to cannabis consumers via high quality and all-natural products," says Bob Blink, TransCanna CEO. "We are pleased to be working with one of the most respected and largest agriculture brands sharing the same values that we do for sustainable agriculture practices to promote the progressiveness and longevity of our industry."

"This partnership with KeyPlex," adds Blink, "to offer cutting edge technology reflects our overall strategy to be innovators in the Cannabis space and to live up to the Lyfted Farms motto of 'a higher standard of growing.'"

In addition, the products offered through this have no pre-harvest interval, zero worker re-entry restrictions, and have no residual testing limitations.

KeyPlex is a recognized giant in the agriculture industry and global market leader in plant pest and disease control and nutrient input programs. The company was established in 1980 and specializes in sustainable, environmentally friendly, botanically based products that are OMRI certified, EPA exempt, and approved for use in California on all cannabis and hemp varieties. KeyPlex products are currently sold across North America, South America and Europe.

"Lyfted Farms was selected to be our sole partner in this exciting new venture because of its reputation for cultivation expertise and the noted quality of its cannabis flower," said Gerald O'Connor, CEO of KeyPlex. "We share a passion for innovating and for pushing the standards of quality to meet the needs of producers and with end user safety in mind."

The first two product offerings are in final-phase development and include a broad-spectrum fungicide and a plant-based insecticide that have demonstrated remarkable effectiveness in repeated crop cycles conducted at Lyfted Farms test facility sites in Modesto, CA.

For more information on this MOU and other TransCanna news please visit us our Agoracom investor community:

<https://agoracom.com/ir/TranscannaHoldings/forums/discussion/topics/741323-interview-will-be-live-on-wednesday-june-2nd-at-4pm-est/messages/2268937#message>

About TransCanna Holdings Inc.

TransCanna Holdings Inc. is a California based, Canadian listed company building Cannabis-focused brands for the California lifestyle, through its wholly-owned California subsidiaries.

For further information, please visit the Company's website at www.transcanna.com or email the Company at info@transcanna.com.

On behalf of the Board of Directors
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