



For Immediate Release

News Release

December 6, 2022

Annual General Meeting Update

Vancouver, B.C. – Luff Enterprises Ltd., (CSE: LUFF) (“LUFF” or the “Company”) is pleased to provide this update to the annual general meeting of the shareholders of the Company, which is to be held on Thursday, December 8, 2022 at 10:00 am (Pacific Standard Time) (the “AGM”). As announced in the Company’s Notice of Meeting filed on SEDAR on November 8, 2022, the AGM will be conducted by both remote access through Zoom Meetings Software and physical participation at the Company’s registered office located at Suite 800 – 543 Granville Street, Vancouver, British Columbia, V6C 1X8.

Shareholders wishing to access the meeting via remote access are reminded to send in their requests to: ddeutsch@dsavocats.ca, and include (i) their name, (ii) the amount of shares held, and (iii) whether those shares are registered or beneficially held. Upon receiving your email, you will be provided with a dial in number and password to access the meeting.

Shareholders should note that physical access to the meeting is limited and will be provided on a first come first serve basis, and that those shareholders requesting remote access will be required to confirm their identity prior to being permitted entry to the meeting.

Additionally, Shareholders wishing to ask specific questions should email them to IR@luffbrands.com and management will do their utmost to answer them after the conclusion of the formal portion of the AGM.

About Luff Enterprises Ltd.

Luff owns and operates leading cannabis e-commerce platforms in both Canada and the United States and is dedicated to providing top quality cannabis to informed consumers at affordable pricing. Luff’s flagship cannabis marketplace, Herbal Dispatch, is a trusted source for exclusive access to small-batch craft cannabis flower and a wide-array of other product formats. Members registered with Herbal Dispatch trust that the dedicated client care team will ensure a great experience, from ordering to delivery to your door, and can rest assured that everything is at or below retail/provincial prices.

Luff’s common shares trade on the Canadian Securities Exchange under the symbol “LUFF”

For further information:

Philip Campbell, CEO and Director

Email: IR@luffbrands.com

Telephone: 250-419-7665

CAUTIONARY NOTE REGARDING FORWARD-LOOKING INFORMATION:

Certain statements in this news release, including statements or information containing terminology such as “anticipate”, “believe”, “intend”, “expect”, “estimate”, “may”, “could”, “will”, and similar expressions constitute “forward-looking statements” within the meaning of applicable Canadian securities legislation. All statements, other than statements of historical fact, that address activities, events, or developments that the Company or a third party expect or anticipate will or may occur in the future, including the Company’s future growth, results of operations, performance, and business prospects and opportunities are forward-looking statements. These forward-looking statements reflect the Company’s current beliefs and are based on information currently available to the Company. These statements require the Company to make assumptions it believes are reasonable and are subject to inherent risks and uncertainties. Actual results and developments may differ materially from the anticipated results and developments discussed in the forward-looking statements as certain of these risks and uncertainties are beyond the Company’s control. These risk factors are interdependent and the impact of any one risk or uncertainty on a particular forward-looking statement is not determinable. Examples of forward-looking statements in this news release and the key assumptions and risk factors involved in such statements include, but are not limited to, growing the Company’s business in Canada and the future success of Herbal Dispatch. The successful execution of the Company’s growth initiatives is subject to a number of risks and uncertainties, including industry competition and future customer demand for the Company’s products, among others.

Consequently, all of the forward-looking statements made in this news release are qualified by these cautionary statements and other cautionary statements or factors contained herein, and there can be no assurance that the actual results or developments will be realized or, even if substantially realized, that they will have the expected effects on Luff. These forward-looking statements are made as of the date of this news release. Except as required by applicable securities legislation, the Company assumes no obligation to update publicly or revise any forward-looking statements to reflect subsequent information, events, or circumstances.

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