

## BevCanna Announces the Launch of “Beyond Energy” Range of Ready To Mix Beverages

*The Company’s ready-to mix line of CBD beverage enhancers will showcase natural and functional ingredients and will launch on their Pure Therapy e-commerce platform*

VANCOUVER, British Columbia--(BUSINESS WIRE)--November 4, 2020--Emerging leader in infused innovations **BevCanna Enterprises Inc.** (“BevCanna” or the “Company”) (CSE:BEV, OTCQB:BVNNF, FSE:7BC), is excited to announce the development of a new all natural “Beyond Energy” ready to mix line of beverage enhancers. The new products will be sold on the Company’s recently acquired **Pure Therapy** direct to consumer e-commerce platform.

The new beverage enhancer product portfolio is a strong indicator of the significant progress that BevCanna is making in its strategic plans to launch and expand a proprietary range of hemp-CBD and nutraceutical products into the global health and wellness market. The innovative new products will be sold direct-to-consumer via the Company’s recently acquired Pure Therapy e-commerce platform, which already boasts a list of over 23,000 active customers.

BevCanna developed the flavors, functional ingredients and formats of the new beverage enhancer line based on the results of its recent North America-wide consumer study, which identified and measured consumer trends and preferences across Canada and the U.S. The chosen beverage formats showcase both natural and functional ingredients that promote energy, wellbeing and vitality, including ginseng, matcha, amino acids and/or trace minerals.

The new powdered beverage line-up features:

- Matcha flavored **Energy Blend**, which includes Japanese matcha green tea powder, organic ginseng, Vitamin B blend, fulvic and humic minerals, hemp-derived CBD. This beverage mix contains 100mg of caffeine per serving and 10mg of hemp-CBD per serving.
- Watermelon & Juniper flavored **Immune Blend**, which includes fulvic and humic minerals, Vitamin C, Vitamin D, amino acid blend and hemp-derived CBD. This beverage mix contains 10mg of hemp-CBD per serving.
- Cinnamon & Vanilla flavored **Electrolyte Blend**, which includes fulvic and humic minerals, Vitamin B blend, amino acid blend, natural mineral salts and hemp-derived CBD. This beverage mix contains 10mg of hemp-CBD per serving.

BevCanna’s Pure Therapy division achieved unaudited calendar year 2019 gross revenues of C\$4.8M, and the Company anticipates strong growth over the next 12 months, through new product integration, including the above line of beverage enhancers, and by accelerating the growth of the existing natural health products line, leveraging the extensive e-commerce marketing expertise of the existing Pure Therapy team. The Company forecasts an overall gross revenue for Pure Therapy’s business vertical of C\$7.28 million and a net profit of C\$.26 million for 2021.

## **About BevCanna Enterprises Inc.**

BevCanna Enterprises Inc. (CSE:BEV, OTCQB:BVNNF, FSE:7BC) develops and manufactures cannabinoid-infused beverages and consumer products for in-house brands and white label clients. With decades of experience creating, branding and distributing iconic brands that have resonated with consumers on a global scale, the team demonstrates an expertise unmatched in the emerging cannabis beverage category. Based in British Columbia, Canada, BevCanna owns the exclusive rights to a pristine spring water aquifer, access to a world-class 40,000-square-foot, HACCP certified manufacturing facility, with a current bottling capacity of up to 210M bottles per annum. BevCanna also recently acquired US natural health and wellness e-commerce platform Pure Therapy. BevCanna's vision is to be a global leader in infused innovations.

### Forward-Looking Information

This news release may include forward-looking information within the meaning of Canadian securities legislation, concerning the business of the Company. Forward-looking information is based on certain key expectations and assumptions made by the management of the Company, including the statements regarding: that: the Company's first line of ready-to mix line of CBD beverage enhancers will showcase natural and functional ingredients and will launch on its Pure Therapy e-commerce platform; the Company's strategic plans to launch and expand a proprietary range of hemp-CBD and nutraceutical products into the global health and wellness market; that the innovative new products will be sold direct-to-consumer via the Company's recently acquired Pure Therapy e-commerce platform, which already boasts a list of over 23,000 active customers; that the Company anticipates strong growth over the next 12 months, through new product integration, including the above line of beverage enhancers, and by accelerating the growth of the existing natural health products line, leveraging the extensive e-commerce marketing expertise of the existing Pure Therapy team; that the Company forecasts an overall gross revenue for Pure Therapy's business vertical of C\$7.28 million and a net profit of C\$.26 million for 2021; and other statements regarding the business plans of the Company.

Forward-looking statements are based on certain assumptions regarding the issuances of licenses by Health Canada to the Company under the Cannabis Act; future positive legislative, tax and regulatory developments in the United States with respect to cannabis; a continued high regulatory barrier entry for cannabis-infused beverages; successful and timely commercialization of the company's products; successful and timely negotiation of various agreements; and expectations with respect to the future growth of recreational cannabis products. While the Company considers these assumptions to be reasonable, based on information currently available, they may prove to be incorrect. Readers are cautioned not to place undue reliance on forward-looking statements. The assumptions of the Company, although considered reasonable by it at the time of preparation, may prove to be incorrect. In addition, forward-looking statements necessarily involve known and unknown risks, including, without limitation, the Company not being issued licenses by Health Canada; risks associated with general economic conditions; risks associated with climate and agriculture; changes in consumer preferences; adverse industry events; future legislative, tax and regulatory developments; inability to access sufficient capital from internal and external sources, and/or inability to access sufficient capital on favourable terms; the inability to implement business strategies; competition; currency and

interest rate fluctuations and other risks. Readers are cautioned that the foregoing list is not exhaustive. Readers are further cautioned not to place undue reliance on forward-looking statements as there can be no assurance that the plans, intentions or expectations upon which they are placed will occur. Such information, although considered reasonable by management at the time of preparation, may prove to be incorrect and actual results may differ materially from those anticipated. For more information on the risk, uncertainties and assumptions that could cause anticipated opportunities and actual results to differ materially, please refer to the public filings of the Company which are available on SEDAR at [www.sedar.com](http://www.sedar.com). Forward-looking statements contained in this news release are expressly qualified by this cautionary statement and reflect our expectations as of the date hereof, and thus are subject to change thereafter. The Company disclaims any intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by law, and the Company does not assume any liability for disclosure relating to any other company mentioned herein.

This news release contains future-oriented financial information and financial outlook information (collectively, “**FOFI**”) about BevCanna’s prospective results of operations, including revenue and net profit, all of which are subject to the same assumptions, risk factors, limitations, and qualifications as set forth in the above paragraphs. FOFI contained in this news release was made as of the date of this news release and was provided for the purpose of providing further information about BevCanna’s future business operations. BevCanna disclaims any intention or obligation to update or revise any FOFI contained in this news release, whether as a result of new information, future events or otherwise, except as required by securities law. Investors are cautioned that the FOFI contained in this news release should not be used for purposes other than for which it is disclosed herein.

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