

Wikileaf Issues First Annual Website Traffic and Performance Overview, Announces Leadership Transition

SEATTLE, January 20, 2020 (Newswire.com) - Wikileaf Technologies Inc. ("Wikileaf" or the "Company") (CSE: WIKI), a leading price comparison platform that assists cannabis consumers with finding location-based pricing information about individual cannabis strains, brands, and products, is pleased to announce its website metrics and traffic statistics after a successful year of operations.



Wikileaf averaged more than one million organic website visits per month, making it the third most trafficked cannabis website according to Rank2Traffic in the U.S. The platform now hosts more than 5,000 licensed dispensaries, delivery services, and brands across the U.S. and Canada, as well as 2,000 strain profiles and 500,000 products in its overall library.

In May, Wikileaf launched its updated mobile and web application for easier access to location-based pricing information on strains, brands, and products, designed to emphasize convenience and on-the-go research wherever consumers may be. Also, the company is rolling out business profiles in Q1 this year to help brands and dispensaries increase visibility and customer traffic. Structured into three tiers, the profiles offer varying levels of exposure, as well as targeted cannabis ads to businesses for those looking for added exposure despite limited avenues. During this time of growth, Patrick Lalonde served as Chief Operating Officer ("COO"). The company announced today that Patrick will step down from this role. These changes are effective immediately.

The Company also announced today that as part of its strategic plan and in light of a subdued cannabis sector since completing its going public transaction, the Company is taking steps to address its operating costs by reducing its workforce by 11 employees.

Quote

"Last year was a major growth year for Wikileaf. Our goal remains focused on providing consumers with the most up-to-date, accurate, and detailed information so they can stay informed and make the best purchasing decisions. We're poised for great success in 2020 because of the thought and care we've put into the company and we're looking forward to continuing our growth alongside the U.S., Canadian and international cannabis markets."

"We would like to thank Patrick for all his contributions to the company and wish him the best."

-Derek Firth, CEO, Wikileaf

About Wikileaf

Wikileaf is a price comparison platform for recreational and medicinal cannabis consumers. Wikileaf provides consumers with instant price comparison among dispensaries in their immediate vicinity. It is a portfolio company of Nesta Holding Co. Ltd. ("Nesta"), a private equity firm focused on the global cannabis industry. Nesta was founded in 2015 by Chuck Rifici, Chair of Auxly Cannabis Group and co-founder of Canopy Growth Corporation. Wikileaf began trading on the Canadian Securities Exchange ("CSE") on September 25, 2019, under the ticker symbol "WIKI".

Forward-Looking Statements

This release contains certain "forward-looking statements" and certain "forward-looking information" as defined under applicable Canadian securities laws. Forward-looking statements and information can generally be identified by the use of forward-looking terminology such as "may", "will", "expect", "intend", "estimate", "anticipate", "believe", "continue", "plans" or similar terminology. Forward-looking statements and information include, but are not limited to, statements with respect to the Company's monetization strategies and 2020 goals. Forward-looking statements and information are based on forecasts of future results, estimates of amounts not yet determinable and assumptions that, while believed by management to be reasonable, are inherently subject to significant business, economic and competitive uncertainties and contingencies. Forward-looking statements and information are subject to various known and unknown risks and uncertainties, many of which are beyond the ability of the Company to control or predict, that may cause the Company's actual results, performance or achievements to be materially different from those expressed or implied thereby, and are developed based on assumptions about such risks, uncertainties and other factors set out here in, including but not limited to: the inherent risks involved in the general securities markets; uncertainties relating to the availability and costs of financing needed in the future; the inherent uncertainty of cost estimates and the potential for unexpected costs and expenses, currency fluctuations; regulatory restrictions, liability, competition, loss of key employees and other related risks and uncertainties. The Company undertakes no obligation to update forward-looking information except as required by applicable law. Such forward-looking information represents managements' best judgment based on information currently available. No forward-looking statement can be guaranteed and actual future results may vary materially. Accordingly, readers are advised not to place undue reliance on forward-looking statements or information.

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