

## Juva Life Features Redwood City Operational Update

### Cannabis delivery services position Juva for post pandemic brand loyalty and growth

VANCOUVER, British Columbia, Dec. 16, 2020 --

**Juva Life Inc. (CSE: JUVA) (OTC: JUVAF) (FRANKFURT: 4VV)** (“Juva Life,” “Juva” or the “Company”), a premier California based multi-faceted life sciences company focused on the commercialization of Cannabis products and advanced formulations is pleased to follow up on its [November 25th](#) news release with a featured summary of activities to-date at its Redwood City operations.

In relation to the significantly larger footprint of the Hayward and Stockton facilities which are rapidly advancing through licensing and construction phases, the Redwood City operation was designed to initially target regional delivery services and rapid territorial expansion. With a growing staff of over 14 team members and an expanding vehicle fleet which currently includes 50% hybrid electric vehicles, the service has been operational since late January of 2020.

With a functional capability to easily service the San Francisco Peninsula through its central location halfway between San Francisco and San Jose, the location serves a generally younger demographic in the Silicon Valley region. Ongoing efforts are underway to extend the delivery area to encompass adjacent high density urban centres aimed at increasing the total accessible population to an estimated 1.67 million potential customers.

Through an evolving menu of almost 400 SKU's to choose from, including numerous award-winning and top selling products, the Juva sales team is constantly improving conversion rates and building a loyal customer base. For more information on product services, visit: [www.shopjuva.com/redwood-city/](http://www.shopjuva.com/redwood-city/).

In related news, the Company has recently obtained the option to lease a high visibility retail location on a prime corner of downtown Redwood City in a concerted bid to receive one of up to six storefront retail licenses [proposed](#) to be granted via a merit-based process by the municipality of Redwood City. Working in conjunction with the existing delivery services operational center for inventory support, the addition of storefront retail could act as a regional brand multiplier and centralized focus for enhanced consumer awareness campaigns.

Juva's CEO and Founder, Doug Chloupek notes, “COVID-19 created some surprising opportunities and interesting challenges that our team have been able to pivot to our advantage. As a brand-new delivery service offering an extensive menu of popular items, we really had to quickly build confidence based on quality, responsiveness, merit and trust. To-date, we have successfully proven to our growing list of customers that with Juva, they can easily order the products they want, when they want, and where they want them. As news regarding vaccine rollout build hope for future, we believe we are extraordinarily well positioned to leverage our commercial activities to quickly advance marketing momentum and increase our sector positioning as, and when restrictions begin to ease. We have worked hard to get the word out during these challenging times and our efforts will definitely act as a launch pad for continued growth and greatly assist in the creation of sustainable value for our entire enterprise.”

For those new to the Juva story, please visit our website at [www.juvalife.com](http://www.juvalife.com).

ON BEHALF OF THE BOARD,

*-Doug Chloupek-*

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#### **About Juva Life Inc. (CSE: JUVA) (OTC: JUVAF) (FRA: 4VV)**

Juva Life is working to bring the cannabis market face to face with the sector's next generation investment grade business model. From in-house research, cultivation, manufacturing, retail, and delivery services, Juva employs state of the art tools in discovery, development, and data science to identify new molecular profiles for major unmet medical needs. Our initial focus is on cannabis, where we are deploying our platform to target consumer and pharma applications. Find out more at: <https://juvalife.com/>.

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This news release contains statements and information that, to the extent that they are not historical fact, may constitute “forward-looking information” within the meaning of applicable securities legislation. Forward-looking information may include financial and other projections, as well as statements regarding future plans, objectives, or economic performance, or the

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Forward-looking information is based on the assumptions, estimates, analysis and opinions of management made in light of its experience and its perception of trends, current conditions and expected developments, as well as other factors that management believes to be relevant and reasonable in the circumstances at the date that such statements are made, but which may prove to be incorrect. The material factors and assumptions used to develop the forward-looking information contained in this news release include, but are not limited to, key personnel and qualified employees continuing their involvement with the Company; and the Company’s ability to secure financing on reasonable terms.

Forward-looking information involves known and unknown risks, uncertainties and other factors that may cause the actual results, performance or achievements of the Company to differ materially from any future results, performance or achievements expressed or implied by the forward-looking information, including, without limitation, risks relating to the future business plans of the Company; risks that the Company will not be able to retain its key personnel; risks that the Company will not be able to secure financing on reasonable terms or at all, as well as all of the other risks as described in the Company’s management discussion and analysis for year ended December 31, 2019 under the heading “Risks and Uncertainties”. Accordingly, readers should not place undue reliance on any such forward-looking information. Further, any forward-looking information speaks only as of the date on which such statement is made. New factors emerge from time to time, and it is not possible for the Company’s management to predict all of such factors and to assess in advance the impact of each such factor on the Company’s business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking information. The Company does not undertake any obligation to update any forward-looking information to reflect information or events after the date on which it is made or to reflect the occurrence of unanticipated events, except as required by law, including securities laws.

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