

Juva Life Brings Bold Outlook for the New Year

Science, medicine, and business expertise to create evidence-based cannabis opportunity

VANCOUVER, British Columbia, Jan. 04, 2021 -- **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 offer insights into activities and strategic actions for the coming year.

Company Founder and CEO, Doug Chloupek states, “As previously announced, our activities in the San Francisco Bay Area and the Central Valley are well underway with our delivery services generating growing revenues from our Redwood City and Stockton operations, and our plans are moving ahead with permitting, licensing and construction activities at our Hayward and Stockton facilities. We are just months away from increasing our revenue capability as our new facilities scale up and go online. Combined with the introduction of our [advisory](#) team in early December, we are now able to activate our proposed Life Sciences strategy for the new year.”

Juva is addressing the absence of reliable and reproducible evidence-based cannabis products that individuals can rely upon for their health needs. With the development of a proprietary technology platform to standardize and clinically validate cannabis-based products, Juva will address the need for safe evidence-based cannabis products aimed at targeting serious medical illness. In doing so, Juva will address the needs of patients/consumers, regulators, healthcare providers and commercial partners.

Juva Life’s strategy mirrors the best practices of the ethical pharmaceutical industry coupled with a modern learning strategy to develop evidence-based products faster and at a lower cost basis. This provides dual benefits to patients who desire new products to treat their needs as well as to investors who have the potential to see accelerated value creation. The cornerstone of our platform is the standardization and clinical validation of complex natural products such as cannabis.

Juva’s platform consists of the following core elements:

- **IDENTIFICATION:** Novel chemistry platform identifies combinations of bioactives that work together across multiple modes of action.
- **VALIDATION:** Evidence-based clinical development platform coupled to advanced data science tools.
- **PRODUCTIZATION:** Address unmet medical need spanning consumer and pharmaceutical categories.
- **COMMERCIALIZATION:** Vertically integrated to enable efficient unlocking of value.

“We envision a new type of cannabis company” said Chloupek. “By introducing expertise in the science of cannabis we reduce development and discovery risk, and by employing expertise in the business of cannabis we can reduce commercial risk. Through this framework we have a solid strategy to leverage our regional revenue generation through investment in peer evaluated, scientifically developed formulations that aim to offer value-multiplied licensing opportunities to a potentially global audience. If we can prove efficacy and safety with products that consumers desire, then there is a quantifiably great opportunity ahead. That’s how we aim to build a sustainable business model and grow shareholder value.”

For those new to the Juva story, please visit our website at www.juvalife.com.

ON BEHALF OF THE BOARD,

-Doug Chloupek-

Doug Chloupek, CEO & Founder
Juva Life Inc.
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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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Forward Looking Statement

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 assumption underlying any of the foregoing. In some cases, forward-looking statements can be identified by terms such as “may”, “would”, “could”, “will”, “likely”, “except”, “anticipate”, “believe”, “intend”, “plan”, “forecast”, “project”, “estimate”, “outlook”, or the negative thereof or other similar expressions concerning matters that are not historical facts. Examples of such statements include, but are not limited to, statements with respect to the objectives and business plans of the Company; ability to realize benefits from its recent corporate appointments; ability to retain its key personnel; the intention to grow the Company’s business and operations; the competitive conditions of the industries in which the Company operates; and laws and any amendments thereto applicable to the Company.

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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