



New Leaf Ventures Provides Investment Strategy Overview

VANCOUVER, British Columbia, June 17, 2020 -- **New Leaf Ventures Inc. (CSE: NLV)** (“New Leaf,” “NLV” or the “Company”), a management and investment organization dedicated to evaluating and accelerating advanced stage operations in the North American Cannabis sector is pleased to provide a strategic overview of its recent activities.

Over the past 60 days New Leaf successfully closed transactions that included public listing on the Canadian Securities Exchange under the symbol “NLV” and concluded two offerings that raised aggregate gross proceeds of approximately \$1.9M. Concurrently, the Company completed an acquisition transaction for 100% of the shares of New Leaf USA Inc. (and its subsidiaries) which provides licenses, consulting services, physical and intellectual property, production equipment and related services to a Washington-based Tier 3 Producer/Processor focused on industrial-scale agronomy, processing, packaging, marketing and distributing cannabis and cannabis related products.

New Leaf Ventures is now positioned to commence strategic actions to nurture and maximize returns based on new revenues generated through increased efficiencies. Focused investment targeting the introduction of advanced equipment, facility upgrades, R&D, new product development, improved manufacturing processes, next generation packaging and increased marketing activity is underway.

The business concept is proposed as a reproducible model for expansion predicated upon scalable earnings metrics introduced and developed at New Leaf USA. New Leaf Ventures proposes to seek out analogous mature business operations for valuation by NLV as investment targets across North America. New Leaf management believes that a growing number of operators have matured to an earnings plateau of product offerings, regional brand equity, and functional efficiencies. Calculated and focused investment alongside unified management is intended to act as a catalyst propelling regional growth under the auspices of a national strategy offering unified best practices, increased buying power for agricultural inputs and packaging materials, nationwide marketing coordination, integrated accounting and as a vehicle for capital market investment.

New Leaf USA is scheduled to commence a program of new products, equipment upgrades and process efficiencies over the next 90 to 120 days. Every purchase order, inventory acquisition and product development activity are being undertaken to advance quality and quantity through a lean, on-time production management process. Commensurate attention to improved efficiencies and cost-savings includes sales and marketing consumer-facing programs to increase awareness, engagement, processing times and customer support.

Michael Stier, CEO of New Leaf Ventures states, “We have achieved a lot over the past few months, but now the work begins in earnest. Our plan is simple really, we look to identify and invest in proven operations that could dramatically improve returns through focussed investment and the application of uniform management techniques. Then we plan to seek out other undervalued businesses, repeat and grow. Through the public markets we can transparently offer an investment opportunity in our very practical and structured concept. The cannabis sector exploded in an unstructured manner over the past few years. There were winners and losers, and we view this as an opportunity to seek out and leverage talented professionals through strategic agreements aimed at achieving quantifiable returns. We invite the investment community to consider that the cannabis sector is ready for a New Leaf.”

About New Leaf Ventures Inc. (CSE: NLV)

New Leaf Ventures Inc. is developing a cannabis sector-based scalable securities concept of focused financing and applied management to achieve earnings growth through targeted investment. The Company’s flagship enterprise is New Leaf USA and its subsidiaries, which provide licenses, consulting services, real property, intellectual property and equipment for lease and ancillary services to a Washington-based Tier 3 Producer/Processor focused on cultivating, growing, processing, packaging, and distributing cannabis and cannabis related products.

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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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