



## New Leaf Ventures Drives Regional Cannabis Market Acceleration

VANCOUVER, British Columbia, Sept. 01, 2020 -- **New Leaf Ventures Inc. (CSE: NLV) (OTC: NLVVF)** (“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 reports on market sector activity from its Washington state based venture, [New Leaf USA](#).

### Brand Agency Engagement

The Seattle-based team has embarked on an accelerated program to increase consumer awareness and related activities. This includes the recent engagement of Wick & Mortar, an award-winning cannabis branding agency with extensive experience in the Washington cannabis market. Wick & Mortar is a 100% cannabis-focused branding agency providing consumer strategy, copywriting, packaging design, production, and advertising support.

CEO of New Leaf USA, Mr. Dax Colwell notes, “We couldn’t be happier to have this opportunity to work with the team at Wick & Mortar. Increasing our visibility and consumer awareness is paramount as we accelerate into the next stage of growth for the company. Now is the time to bring in proven talent with the creative ability, broad respect and access to the key influencers, media and key decision makers that will propel us forward as we strive to literally become one of the most respected and consumer-recognized cannabis brands in our region.”

### Product Brand Updates

Scheduled for immediate brand updates and integration into the increasingly high visibility and recognizable family of consumer products, the New Leaf USA team has scheduled specific targets for rapid development. These efforts include updates to existing product branding as well as introductory brand positioning across the edibles, greenhouse and outdoor product lineups including:

- Updates to the edible Goodies product packaging reflective of a top selling caramel’s product brand.
- Developing hard candy packaging with planned retail introduction within 3-4 weeks.
- Update and integrate branding across flower products lineup (Dama and Weed).
- Introduce a Dama brand variation for high end greenhouse flower.
- Introduce a Weed brand variation for mid-range outdoor flower.
- Finalize and produce full spectrum marketing and merchandising collateral to support brand visibility and market penetration initiatives.

### Retail Expansion Activities

With the introduction of capital financing, New Leaf USA is moving rapidly to completely realign inventory management, supply chain controls and extend its product SKU catalogue through strategic investment. New procedures provide assurances designed to appeal to retail operators regarding product consistency, quality, and assured accessibility. Activity highlights include:

#### Supply Side:

- Increased purchasing power brings ability to offer flower and pre-roll products in greater volume with an expanded range of strains and price levels.
- Upgrades to cultivation facilities provides sales team with greater volume of internally grown (high value) Dama flower.
- Industrial kitchen upgrades build existing edible product output capacity, and rapid introduction of an extended hard candy product lineup.

#### Process Improvements:

- Development of newly branded, structured, and responsive marketing approach across Dama and Weed brand variations allows for consumer feedback to aid faster time-to-market development of new product lines aligned to market trend data.
- Introduction of dynamic supply processes and an ability to react to market forces within a coherent pricing structure ensures scalable efficiency and effective product COGS to support expansion.

#### Sales Enhancements:

- Expansion of sales team to include dedicated field representatives to support relationship building, sample distribution and merchandising.
- Aggressive distribution of samples to retailers, with structured follow-up and incentive closing protocols.
- Tiered performance-based provisioning of retailers with high visibility sales aids including toppers, banners, hangers, pop-ups, print, fashion, and digital marketing/merchandising collateral.
- Rollout of enhanced budtender education programs.

- Introduction and training to introduce sales team to impact of new dynamic supply processes and the need to capture timely market and trend data in order to effectively respond to achieve or grow category leadership.
- Presentation of active sales pricing structure with forecasting capability.

Mr. Michael Stier, CEO of New Leaf Ventures states, “The activities in Seattle have been impressive. With our initial and very positive operational outlook as reported on [July 16, 2020](#) already providing impetus, we are clearly seeing momentum building. As operational confidence has grown, so has the need to turn the focus to sales and marketing. The strategic plan is sound and aligns with proven retail business practices. The proposals for departmental investment and revenue growth are well considered and, in several areas, already being executed. It is very exciting to participate in the transformation of an undervalued asset into what could soon be a regional leader. We want to thank our shareholders for their commitment as we continue to work hard towards building investment-grade opportunities in the cannabis sector.”

#### **About New Leaf Ventures Inc. (CSE: NLV) (OTC: NLVVF)**

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. Find out more at: <https://newleafventuresinc.com/>.

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