



## **WABI SABI BRANDS LTD. ANNOUNCES HEALTH CANADA CANNABIS LICENSE SUBMISSION**

**December 18, 2019 - Calgary, Alberta** – Wabi Sabi Brands Ltd. (the “Company” or “Wabi Sabi”), an Alberta-based manufacturer of fine cannabis edible confections, is pleased to confirm the submission of our Site Evidence Package to Health Canada for our world-class cannabis edibles manufacturing facility in the City of Calgary, pursuant to a Standard Processing license application under the *Cannabis Act*.

"Wabi Sabi is very pleased to achieve this significant milestone on the path to commercializing our cannabis edibles products following a cooperative, expedient and transparent process working with the City of Calgary, the AGLC (Alberta Gaming, Liquor and Cannabis Commission), Health Canada and a host of other regulatory bodies," said Todd Pringle, President and CEO of Wabi Sabi. "We anticipate receiving a full license grant in early 2020, at which time Wabi Sabi will be ideally positioned to provide discerning Albertans, and eventually all Canadians, with high-quality cannabis edibles that have been manufactured under the strictest global food safety standards, and in adherence with all applicable regulations."

The Company's Site Evidence Package submission demonstrates that our facility fully complies with Health Canada's security requirements, as defined in the *Cannabis Act*. Further, the facility is expected to exceed Health Canada's required Good Production Practices as Wabi Sabi seeks to receive globally recognized food safety certification under BRC Global Standards ("BRCGS"). BRCGS is a fundamental requirement of leading retailers, manufacturers and food service organizations designed to standardize quality, safety and operational criteria while providing protection for the end consumer. In addition, Wabi Sabi is pursuing certification under European Union Good Manufacturing Practices ("EU-GMP"), the highest recognition available for companies in the pharmaceutical space which details the production, handling, storage and packaging of cannabis.

"It is our expectation to receive EU-GMP certification for our cannabis edibles facility in 2020 in concert with our ongoing BRCGS certification process," noted Anu Bernier, Quality Assurance Manager for Wabi Sabi. "We believe all Canadians should be entitled to the food safety protections offered by harmonized, globally-certified supply chain standards when they consume cannabis."

Wabi Sabi is proud to have committed to crafting our fine cannabis edible confections using state-of-the-art dosing protocols, employing stringent in-house quality control testing and leveraging third party accredited laboratories to close out our full quality circle approach. To date, Wabi Sabi has proven to be an Alberta market leader in the development of our food-safe and cannabis compliant facility, a leadership role we expect to continue into market with the high-quality standards set by our fine cannabis edible confections.

**About Wabi Sabi Brands Ltd.**

Wabi Sabi is an Alberta-based entity focused on the manufacture of high-quality cannabis edible confections for the discerning consumer. With the legalization of adult-use cannabis edibles on October 17, 2019, Wabi Sabi has submitted all necessary regulatory applications and expects to commence commercial operations in early 2020 after receipt of a Standard Processing license to be issued under the *Cannabis Act*. With an initial focus on meeting Alberta demand for luxury cannabis edible products through AGLC's retail distribution, the Company intends to sustainably expand its reach to provide customers across Canada with unique and luxurious products.

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Certain information set forth in this news release may contain forward-looking statements that involve substantial known and unknown risks and uncertainties, certain of which are beyond the control of Wabi Sabi Brands Ltd. Forward-looking statements are frequently characterized by words such as "plan", "continue", "expect", "project", "intend", "believe", "anticipate", "estimate", "may", "will", "potential", "proposed" and other similar words, or statements that certain events or conditions "may" or "will" occur.

These statements are only predictions. Readers are cautioned that the assumptions used in the preparation of such information, although considered reasonable at the time of preparation, may prove to be imprecise and, as such, undue reliance should not be placed on forward-looking statements. Forward looking statements include, but are not limited to, anticipated receipt of a full license grant in early 2020 following the submission of the Site Evidence Package to Health Canada; the anticipated ability of Wabi Sabi to provide cannabis edibles manufactured under the strictest global food safety standards and in adherence with all applicable regulations; that the facility will exceed Health Canada's required Good Production Practices; receipt of EU-GMP certification for the facility; and the Company's continued growth and expansion of operations across Canada, and the receipt of any further regulatory approvals. The Company assumes no obligation to update forward-looking statements, whether as a result of new information, future events or otherwise, except as required by applicable law.