October 21, 2019

Jushi Holdings Inc. Appoints Two New Strategic Hires to Leadership Team

BOCA RATON, Fla., Oct. 21, 2019 /CNW/ --**Jushi Holdings Inc. ("Jushi" or the "Company") (NEO: JUSH.B) (OTCQX: JUSHF)**, a globally-focused, multi-state cannabis and hemp operator, today announced the appointment of Ian Farrell as Vice President of Compliance and Pam Baxter as Vice President of Quality. Mr. Farrell will leverage his background in law, finance, and business to ensure cross-departmental compliance through continuous communication, management of company policies, and guidance of legal requirements. Dr. Baxter will champion quality control and assurance across the entire manufacturing process, ensure all products adhere to the quality expected from an industry leader, and ensure that the manufacturing processes exceed all quality expectations. As part of the senior leadership team, Mr. Farrell will report directly to Matt Leeth and Tobi Lebowitz, Executive Vice Presidents of Legal Affairs, and Dr. Baxter will report directly to Ryan Cook, Executive Vice President of Operations.

Mr. Farrell joins Jushi from Native Roots Cannabis Co. ("Native Roots"), a manufacturer and distributor of cannabis and hemp products, where he served as Director of Compliance. While at Native Roots, Mr. Farrell developed compliance training and conducted audits of processing, manufacturing, and retail and established standard operating procedures, guidelines, and communications. During his tenure, he also rebranded an initiative to enhance compliance training, company expectations, and a rollout of a companywide compliance hotline for all employees that created a more hands-on approach to taking personal responsibility.

Dr. Baxter joins Jushi from Charlotte's Web Holdings Inc. ("Charlotte's Web"), a producer and distributor of whole-plant hemp CBD extract products, where she served as Director of Quality and Regulatory Affairs. While at Charlotte's Web, Pam developed, implemented and monitored the quality program for compliance to all necessary regulatory requirements. She created, implemented and maintained Standard Operating Procedures to ensure efficient, process-based operations and was an integral part of seeking out and achieving new certifications (ex. US Hemp Authority, NSF, NASC).

"I am pleased to welcome Ian and Pam to Jushi as integral members of the team. Both are joining us from within the cannabis industry, bringing extensive leadership experience in the space. We believe their insights will serve as valuable assets contributing to our progress and helping Jushi to execute on our global and hemp-derived CBD strategic initiatives," said Jim Cacioppo, CEO of Jushi.

About Jushi Holdings Inc.
We are a globally focused cannabis and hemp company led by an industry leading management team. In the United States Jushi is focused on building a multi-state portfolio of branded cannabis and hemp-derived assets through opportunistic acquisitions, distressed

workouts and competitive applications. Jushi strives to maximize shareholder value while delivering high quality products across all levels of the cannabis and hemp ecosystem. For more information please visit www.jushico.com or our social media channels, Instagram, Facebook, Twitter and LinkedIn.

Forward-Looking Information and Statements

This press release contains certain "forward-looking information" within the meaning of applicable Canadian securities legislation and may also contain statements that may constitute "forward-looking statements" within the meaning of the safe harbor provisions of the United States Private Securities Litigation Reform Act of 1995. Such forward-looking information and forward-looking statements are not representative of historical facts or information or current condition, but instead represent only the Company's beliefs regarding future events, plans or objectives, many of which, by their nature, are inherently uncertain and outside of the Company's control. Generally, such forward-looking information or forward-looking statements can be identified by the use of forward-looking terminology such as "plans," "expects" or "does not expect," "is expected," "budget," "scheduled," "estimates," "forecasts," "intends," "anticipates" or "does not anticipate," or "believes," or variations of such words and phrases or may contain statements that certain actions, events or results "may," "could," "would," "might" or "will be taken," "will continue," "will occur" or "will be achieved". The forward-looking information and forward-looking statements contained herein may include, but are not limited to, information concerning the expectations regarding Jushi, or the ability of Jushi to successfully achieve business objectives, and expectations for other economic, business, and/or competitive factors.

By identifying such information and statements in this manner, the Company is alerting the reader that such information and statements are subject to known and unknown risks, uncertainties and other factors that may cause the actual results, level of activity, performance or achievements of the Company to be materially different from those expressed or implied by such information and statements. In addition, in connection with the forward-looking information and forward-looking statements contained in this press release, the Company has made certain assumptions. Among the key factors that could cause actual results to differ materially from those projected in the forward-looking information and statements are the following: the ability of Jushi to successfully achieve business objectives, including with regulatory bodies, employees, suppliers, customers and competitors; changes in general economic, business and political conditions, including changes in the financial markets; changes in applicable laws; and compliance with extensive government regulation, as well as other risks and uncertainties which are more fully described in the Company's Filing Statement dated May 31, 2019 and other filings with securities and regulatory authorities which are available at www.sedar.com. Should one or more of these risks, uncertainties or other factors materialize, or should assumptions underlying the forward-looking information or statements prove incorrect, actual results may vary materially from those described herein as intended, planned, anticipated, believed, estimated or expected.

Although the Company believes that the assumptions and factors used in preparing, and the expectations contained in, the forward-looking information and statements are reasonable, undue reliance should not be placed on such information and statements, and no assurance or guarantee can be given that such forward-looking information and statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such information and statements. The forward-looking information and forward-looking

statements contained in this press release are made as of the date of this press release, and the Company does not undertake to update any forward-looking information and/or forward-looking statements that are contained or referenced herein, except in accordance with applicable securities laws. All subsequent written and oral forward-looking information and statements attributable to the Company or persons acting on its behalf is expressly qualified in its entirety by this notice.

This news release does not constitute an offer to sell or a solicitation of an offer to buy any of the securities in the United States. The securities have not been and will not be registered under the United States Securities Act of 1933, as amended (the "U.S. Securities Act") or any state securities laws and may not be offered or sold within the United States unless registered under the U.S. Securities Act and applicable state securities laws or an exemption from such registration is available.

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