January 22, 2021

Jushi Holdings Inc. to Open Its 16th Dispensary Nationally and Fourth in Illinois: BEYOND / HELLO™ Bloomington

BEYOND / HELLO™ Bloomington to Begin Serving Adult-Use Cannabis Consumers on Jan. 26, 2021

BOCA RATON, Fla., Jan. 22, 2021 --Jushi Holdings Inc. ("Jushi" or the "Company") (CSE: JUSH) (OTCMKTS: JUSHF), a vertically integrated, multi-state cannabis operator, announced it will open its 16th dispensary nationally and fourth retail location in Illinois: BEYOND / HELLO™ Bloomington. The new store location will begin serving adult-use cannabis customers on Tuesday, January 26, 2021.

"A year after Illinois' adult-use program launched, legal cannabis sales surpassed more than $1 billion," said Jim Cacioppo, Chief Executive Officer, Chairman and Founder of Jushi "Located in one of the fastest growing metropolitan areas in Illinois that's home to two universities, our second retail location in Bloomington-Normal and fourth in the state will help us meet the unprecedented consumer demand for cannabis products in the Prairie State. As we move into the New Year, we will also continue to broaden access to high-quality cannabis products as well as explore new growth opportunities in Illinois that deliver value to our patients, customers and shareholders."

BEYOND / HELLO™ Bloomington, conveniently located near two universities, will begin serving customers on Tuesday, January 26, 2021 from 9:00 a.m. to 10:00 p.m. Customers can shop for adult-use cannabis products in-store and through its online shopping experience at www.beyond-hello.com, which enables consumers to view real-time pricing and product availability, and then reserve products for convenient in-store pickup.

BEYOND / HELLO™ Bloomington carries high-quality, adult-use cannabis brands and products, including flower, extracts, edibles, vapes, topicals, tinctures, sublinguals and merchandise. Its expertly trained staff is also available during normal store hours to help adult-use customers identify and select the best cannabis products to meet their various needs and desires. The licensed storefront is ADA accessible, LGBTQ+ friendly and offers a standing 10% discount to seniors and veterans and active military service people with identification. In addition, Illinois medical marijuana patients can continue to shop at BEYOND / HELLO™ Normal during normal store hours.

The City of Bloomington is located in the heart of Central Illinois and is the County Seat of McLean County, the largest county in Illinois. Bloomington (pop. 76,610) is a twin city with the Town of Normal (pop. 52,497), located near Interstates 39, 55 and 74 as well as US Route 51 and State Route 9. The twin cities are also serviced by two major railroad lines and Amtrak, as well as air transportation at the Central Illinois Regional Airport, one of the fastest

growing airports in the country, which services commuter, corporate and private aircrafts.

For more information, visit https://www.jushico.com/ or BEYOND / HELLO™ on Instagram and Facebook.

About Jushi Holdings Inc.
We are a vertically integrated cannabis company led by an industry leading management team. In the United States, Jushi is focused on building a multi-state portfolio of branded cannabis-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 ecosystem. For more information, please visit https://www.jushico.com/, https://twitter.com/wearejushi and https://linkedin.com/company/jushi-inc.

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 conditions but instead represent only the Company's beliefs regarding future events, plans or objectives, many of which, by their nature, involve estimates, projections, plans, goals, forecasts and assumptions that may prove to be inaccurate. As a result, actual results could differ materially from those expressed by such forward-looking statements and such statements should not be relied upon. 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".

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 certain expectations and 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 Management, Discussion and Analysis for the nine months ended September 30, 2020, 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.

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.

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