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Indus Holdings, Inc. Acquires Humble Flower Co. Oils And Lotions To Portfolio Of Award-Winning Brands

Cannabis-infused skin products available at licensed dispensaries and retailers throughout California

SALINAS, Calif., May 8, 2019 /PRNewswire/ -- As part of its ongoing commitment to provide access to the most innovative and useful cannabis products on the market, Indus Holdings, Inc. (CSE:INDS) has acquired the assets and global rights and business of Humble Flower Co., adding a California original and one of the most successful female-founded companies in the industry to its growing portfolio of award-winning cannabis brands.



Link to images: <https://we.tl/t-s3X0JJ0sm2>

The deal will allow Humble Flower Co. to expand its already loyal fan base throughout the state, giving consumers greater access to its line of cannabis-infused lotions and oils. Humble Flower Co. products pack a powerful combination of THC and CBD, hydrating the skin while providing topical relief from pain, psoriasis, eczema, dry skin, and other ailments.

"Indus Holdings, Inc. and Humble Flower Co. are perfectly aligned in our shared commitment to quality, integrity, and teamwork," says Humble Flower Co. Chief Operating Officer Jordan Darian. "We are deeply honored and beyond excited that this partnership will bring Humble Flower Co. products to a larger audience."

The acquisition also marks Indus Holdings, Inc.'s newest foray into cannabis-infused topical creams and oils. Humble Flower Co. joins a growing lineup of licensed and original brands, including Original Pot Co., Dixie Elixirs and Edibles, MOON, and Orchid Essentials.

"The cannabis landscape is constantly evolving with new products designed for pain relief and relaxation," says Indus Holdings, Inc. co-founder and chief executive officer Robert Weakley. "We couldn't be more excited to add an established, forward-thinking, female-led brand like Humble Flower Co. to our portfolio, and we're thrilled that more consumers will benefit from having greater access to their products."

Humble Flower Co. lotions and oils are available at licensed dispensaries and retailers throughout California. Retailers can learn more about Humble Flower Co. products via humbleflowerco.com.

Under the terms of this non-material transaction, Indus will pay an undisclosed amount of cash consideration.

Cautionary Note Regarding Forward-Looking Information

This press release contains statements which constitute "forward-looking information" within the meaning of applicable securities laws, including statements regarding the plans, intentions, beliefs and current expectations of Indus with respect to future business activities, including expansion of Humble Flower Co.-branded cannabis products.

Investors are cautioned that forward-looking information is not based on historical facts but instead reflect Indus management's expectations, estimates or projections concerning the business of Indus future results or events based on the opinions, assumptions and estimates of management considered reasonable at the date the statements are made. Although Indus believes that the expectations reflected in such forward-looking information are reasonable, such information involves risks and uncertainties, and undue reliance should not be placed on such information, as unknown or unpredictable factors could have material adverse effects on future results, performance or achievements of the combined company. In connection with the forward-looking information and statements contained in this press release, Indus has made certain assumptions, including assumptions related to the ability to expand sales of and access to its product lines. Among the key factors that could cause actual results to differ materially from those projected in the forward-looking information are the following: changes in general economic, business and political conditions, including changes in the financial markets; changes in applicable laws; and compliance with extensive government regulation; together with the risk factors outlined by the company in its listing statement filed on April 25, 2019, on the SEDAR website at www.sedar.com.


This forward-looking information may be affected by risks and uncertainties in the business of Indus and market conditions. Should one or more of these risks or uncertainties materialize, or should assumptions underlying the forward-looking information prove incorrect, actual results may vary materially from those described herein as intended, planned, anticipated, believed, estimated or expected. Although Indus has attempted to identify important risks, uncertainties and factors which could cause actual results to differ materially, there may be others that cause results not to be as anticipated, estimated or intended. Indus does not intend, and does not assume any obligation, to update this forward-looking information except as otherwise required by applicable law.

ABOUT INDUS HOLDINGS, INC.

Indus Holdings, Inc. (CSE:INDS) is a vertically integrated cannabis company with world-class production capabilities, including cultivation, extraction, manufacturing, brand sales & marketing, and distribution. Founded in 2014 by hospitality veteran Robert Weakley and based in Salinas, California, Indus offers services supporting every step of the supply chain and an extensive portfolio of award-winning brands, including House Weed, The Original Pot Co., MOON, Acme, Beboe, Dixie Elixirs & Edibles, and Orchid Essentials. Indus Distribution, a division of Indus Holdings, Inc., is a leading distributor of cannabis products, servicing an extensive portfolio of brands and licensed retailers throughout California.

ABOUT HUMBLE FLOWER CO.

Humble Flower Co. is a women-owned and operated company founded in Humboldt County, California and is now based in Los Angeles. Inspired by the many healing properties of cannabis, Humble Flower Co.'s founders are committed to providing the highest quality line of hemp-based CBD and cannabis-infused topical products. Humble Flower Co. prides itself in using all-natural and ethically sourced ingredients, as well as recyclable packaging.

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