

***“The Next Report” by 48North Forecasts 2019 Cannabis Trends
Women are the Key Drivers of the Lifestyle Market***

February 19, 2019 - Toronto, Ontario — 48North Cannabis Corp. (“48North” or the “Company”) (TSXV:NRTH), a vertically integrated cannabis company focused on the health and wellness market and the creation of innovative, authentic brands for next-generation cannabis products, today released *The Next Report*.

With the Canadian cannabis industry shifting into a new stage of growth, the report highlights a cross-section of cannabis trends focusing on women, travel, health and wellness, design, and food and drink.

Based on reports from WGSN and JWT Intelligence, *The Next Report* focuses on how cannabis will become a force to be reckoned with as it disrupts industries and creates a new economy based on personal experience.

“With *The Next Report*, 48North continues to drive industry innovation, creating products and experiences that will resonate with people, especially women,” says 48North co-CEO Alison Gordon. “As the cannabis industry begins to mature, an increasing number of Canadian consumers will proudly invite cannabis into their lives.”

On Trend: Women

- Watch for the cannabis plant to shed its stigma; as a result, expect women to be increasingly proud of their cannabis use.
- High-quality cannabis starts with healthy, well-maintained mother plants. The female nature of cannabis as we know it translates directly to the experience of all cannabis consumers.
- To that end, 48North looks forward to bringing Colorado-based licensed brand Mother + Clone to market in Canada in 2019.

On Trend: Sun-Grown Organic Cannabis

- Cannabis plants are moving back outdoors; sun-grown organic cannabis is perfect for eco-conscious and wellness-minded consumers.
- The ability to manipulate an environment to achieve higher yields or more robust plant health is both an art and science.
- Sun-grown cannabis is an opportunity to connect licensed producers with agricultural communities in a grassroots way and partner with Mother Nature herself.
- 48North’s sun-grown organic cannabis will provide a significant first-mover advantage in the production of low-cost, next-generation, extract-based cannabis products.

On Trend: Out of the Closet

- This is the first generation of consumers for whom cannabis is legal, so it’s rare to see an ornate Victorian grinder passed down from nana, or a rolling tray worthy of our Herman Miller coffee table.

- In 2019, we will see high-inspired, cutting-edge cannabis accessories we can feel proud to display. 48North recently launched F8, a line of purposeful, versatile and beautiful accessories that bring cannabis accoutrements out of hiding and into highly designed spaces.

The Next Report, which also looks at trends in **Design, Health, Food & Drink** can be found at www.headwellnorth.com.

For interview requests, a copy of **The Next Report** or more information please contact:

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***48North will be hosting an event on cannabis and sexuality under their storytelling platform "Latitude" on March 5, 2019. This is the second in a series of events hosted at The Drake that encourage women to share their stories and experiences with cannabis. More information at: www.explorelatitude.com*

About 48North

48North Cannabis Corp. (TSXV: NRTH) is a vertically-integrated cannabis company focused on the health and wellness market through cultivation and extraction, as well as the creation of innovative, authentic brands for next-generation cannabis products. 48North is developing formulations and manufacturing capabilities for its own proprietary products, as well positioning itself to contract manufacture similar products for third parties. 48North operates two indoor-licensed cannabis production sites in Ontario with over 86,000 square feet of production capacity. 48North cultivates unique genetics at its wholly-owned subsidiaries, DelShen Therapeutics Corp. ("DelShen") and 2599760 Ontario Corp. dba Good & Green ("Good & Green"), both Licensed Producers under the Cannabis Act. In addition, 48North expects to operate a 100-acre organic farm providing 48North with organic, sun-grown cannabis providing a significant first-mover advantage in the production of low-cost, next-generation, extract-based cannabis products. 48North has a growing portfolio of brands that include Latitude, a women's cannabis platform (explorelatitude.com) and Mother & Clone, a rapid-acting sublingual cannabis nanospray (momandclone.com).

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Canada for a cultivation license for its 100-acre outdoor grow property. Such statements are subject to risks and uncertainties that may cause actual results, performance or developments to differ materially from those contained in the forward-looking statements, including the possibility that the business plan described herein will not be completed, that 48North may not derive the expected benefits from such business plans, or that applicable regulatory approvals will be obtained to carry out the activities contemplated herein. The business of the Company is subject to a number of material risks and uncertainties. Please refer to the Company's SEDAR filings for further details. Various assumptions or factors are typically applied in drawing conclusions or making the forecasts or projections set out in forward-looking information. Those assumptions and factors are based on information currently available to the parties. The material factors and assumptions include the Company being able to obtain the necessary corporate, regulatory and other third parties approvals, and licensing and other risks associated with the Cannabis Act. The forward-looking information contained in this release is made as of the date hereof and the parties are not obligated to update or revise any forward-looking information, whether as a result of new information, future events or otherwise, except as required by applicable securities laws. Because of the risks, uncertainties and assumptions contained herein, investors should not place undue reliance on forward looking information. The foregoing statements expressly qualify any forward-looking information contained herein.

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Cannabis Trend Forecast

The Next Report