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48North Cannabis Corp. Launches First Cannabis Topical Brand in Ontario, *Apothecanna* Now Available for Retail Sale at the Ontario Cannabis Store and Retail Stores Across the Province


apothecanna
high performance cannabis topicals



March 5, 2020— Toronto, Ontario: 48North Cannabis Corp. (“48North” or the “Company”) (TSXV:NRTH), is pleased to announce that it has shipped its first order of its topical brand *Apothecanna* to the Ontario Cannabis Store for retail sale. As a result, *Apothecanna* will be the first legal topical brand available to Ontario consumers.

Apothecanna, an established U.S. cannabis brand focused on organic topical formulations, made without the use of artificial ingredients, fillers, parabens, or GMO ingredients, has been a leading topicals brand in the United States since its founding in 2009. Apothecanna has developed a suite of next-generation health and wellness cannabis products including, but not limited to: pain relief creams, a skincare line, intimacy oil, and other therapeutic cannabis-based topicals.

To start, 48North will be launching *Apothecanna's* Extra Strength cream. The product's quick absorbing formula works fast to combat sore and overworked areas. Harnessing the power of 48North outdoor grown cannabis, this non-psychoactive formula uses both THC and CBD blended with high-quality healing natural ingredients arnica, peppermint and juniper for targeted relief.

Successfully launching the first legal cannabis topical brand in Ontario is illustrative of 48North's renewed commitment to improving operations, investing in product design, and supporting high-quality, conscious experiences for Canadian consumers.

"Since the beginning 48North has been committed to selling next-generation cannabis products to Canadian consumers. In response, the company has built landmark partnerships with companies like Apothecanna and Avitas to bring some of the highest-quality products to consumers. In being first to market in this product class, 48North has the opportunity to build brand awareness and loyalty with existing and potential consumers. I am very excited to share this product with Ontarians, I know they are going to love it," said Kirsten Gauthier, CMO of 48North.

According to Deloitte, the cannabis topical market alone will account for \$174 million in sales in Canada this calendar year.

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 as positioning itself to contract manufacture similar products for third parties. 48North operates Good:Farm, a 100-acre organic cannabis farm which produces organically-grown, sun-grown cannabis, securing a significant first-mover advantage in the production of low-cost, next-generation, extract-based cannabis products. In addition, 48North operates two indoor-licensed cannabis production sites in Ontario. 48North cultivates unique genetics at its wholly owned subsidiary, DelShen Therapeutics Corp. ("DelShen") and processes cannabis and manufactures next-generation cannabis products at Good & Green Corp. ("Good & Green"), both Licensed Producers under the Cannabis Act. 48North has a growing portfolio of brands that include Latitude, a women's cannabis platform ([explorelatitude.com](#)); Avitas, a single-strain vaporizer cartridge ([avitasgrown.com](#)); Quill, a leader in the manufacturing of beautifully designed, lifestyle-focused and sleek vape products ([quill.me](#)) and Sackville & Co, a leading U.S.-based cannabis brand focused on design-forward cannabis accessories and CBD products ([sackvilleandco.com](#)).

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