



48North Announces Executive Leadership Changes

March 9, 2020— Toronto, Ontario: 48North Cannabis Corp. (“48North” or the “Company”) (TSXV:NRTH), is pleased to announce that Charles Vennat, currently Chief Corporate Officer, has assumed the position of Chief Executive Officer, effective immediately. Mr. Vennat replaces Alison Gordon, who leaves 48North after serving as the Company’s CEO for nearly three years.

“On behalf of the entire 48North team and our Board of Directors, I would like to thank Alison for her trailblazing leadership during her three years as 48North’s CEO. During her tenure, we introduced 48North’s initial suite of cannabis products to the recreational marketplace, opened one of the world’s largest licensed outdoor cannabis operations, raised significant capital, and built a strong brand. We wish Alison all the best in her future endeavours,” said Martin Cauchon, Chair of 48North’s Board of Directors.

“I am honoured to serve as 48North’s Chief Executive Officer,” said Charles Vennat, CEO of 48North. “Over the past quarter, we have been diligently focused on operational upgrades, successfully conducting post-harvest activities from Good:Farm, building consumer loyalty, and preparing the launch of our impressive suite of next-generation brands. Provincial wholesalers, retailers, and consumers alike are demanding 48North’s products – largely a result of the significant progress the Company has made in building a strong, authentic and trusted brand in Canada.”

“Looking ahead, I have every confidence that 2020 will be a momentous year for 48North. The Company has successfully entered into a new phase of growth, with strong demand across the country for our products, it is now time to leverage our industry leading team to deliver reliable, high-quality and consistent products for Canadian consumers,” continued Charles.

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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