

Curaleaf Appoints Khadijah Tribble Vice President, Corporate Social Responsibility

WAKEFIELD, Mass., March 10, 2020 /PRNewswire/ -- Curaleaf Holdings, Inc. (CSE: CURA) (OTCQX: CURLF) ("Curaleaf" or the "Company"), a leading vertically integrated cannabis operator in the United States, today announced that Khadijah Tribble will become Vice President, Corporate Social Responsibility effective March 16, 2020.

Khadijah Tribble is a respected expert on equity and inclusion in the cannabis industry. She has advised cannabis investors, government regulators, entrepreneurs, and businesses on policy, business development, and community impact. In partnership with Chief Marketing Officer Jason White and the marketing team, Tribble will oversee the Company's efforts to build an eco-system of impact, policy and business that aligns with the greater good of the cannabis industry and the communities in which Curaleaf operates and serves. She will also lead the company's diversity, equity and inclusion initiatives.

"As we lead the way to a world where cannabis is welcomed and understood, our corporate social responsibility grows congruently with our business. We recognize the positive impact we can have on the lives of not just our employees, our customers and our shareholders, but also on the communities and the environment in which we operate our business," said Joe Lusardi, CEO of Curaleaf. "We are thrilled to have Khadijah join our team to lead the charge."

Prior to joining Curaleaf, Tribble founded Marijuana Matters (M2), a cannabis education and advocacy incubator. She is also the founder of the Marijuana Policy Trust (MPT), a think tank providing expertise toward building an inclusive and diverse cannabis industry. Prior to MPT she was Chief Executive of Ground Game, LLC, a consultancy focused on health technologies and also was a co-founder and director of business operations for United Medical Center's Rose Clinic, the first hospital-based clinic in the epicenter of the Washington, D.C. HIV epidemic.

"It's truly exciting to be joining Curaleaf and its talented and passionate management team at a time when the industry is on the brink of its next phase of growth, impacting and shaping the world as we know it," said Tribble. "I believe the cannabis industry can be a force for good, and I'm proud to join an industry leader that is committed to transparency, social equity and diversity and inclusion, particularly as regulation, policies and opinions are still evolving."

Tribble has served on many boards and advisory groups, including Women in the Life Association, CTF Diversity and Inclusion Taskforce, Human Rights Campaign's Diversity and Inclusion Advisory Board, United Medical Center Board of Directors, the Community Wellness Collective, and was a founding member of the National LGBTQ Chamber of Commerce Supplier Diversity Committee.

Tribble holds a master's degree from Harvard University's John F. Kennedy School of Government.

About Curaleaf Holdings

Curaleaf Holdings, Inc. (CSE: CURA) (OTCQX: CURLF) ("Curaleaf") is a leading vertically integrated multi-state cannabis operator with a dominant presence on both the East and West coasts of the United States, the largest cannabis market in the world. As a high-growth cannabis company known for quality, expertise and reliability, the company and its brands, Curaleaf and Select, provide industry-leading service, product selection and accessibility across the medical and adult-use markets.

Strategically positioned in highly populated, limited-license states, the company currently operates in 17 states with 53 dispensaries, 15 cultivation sites 24 processing sites and employs over 2,200 people across the United States.

For more information please visit www.curaleaf.com

FORWARD LOOKING STATEMENTS

This news release contains forward-looking statements and forward-looking information within the meaning of applicable securities laws. These statements relate to future events or future performance. All statements other than statements of historical fact may be forward-looking statements or information. Generally, forward-looking statements and information may be identified by the use of forward-looking terminology such as "plans", "expects" or "proposed", "is expected", "intends", "anticipates", "or" "believes", or variations of such words and phrases, or by the use of words or phrases which state that certain actions, events or results may, could, would, or might occur or be achieved. More particularly and without limitation, this news release contains forward-looking statements and information concerning the continued growth of the Company and leadership in the U.S. cannabis sector, the future expected benefits of a senior employee appointment and the ability to retain such

employee. Such forward-looking statements and information reflect management's current beliefs and are based on assumptions made by and information currently available to the company with respect to the matter described in this new release. Forward-looking statements involve risks and uncertainties, which are based on current expectations as of the date of this release and subject to known and unknown risks and uncertainties that could cause actual results to differ materially from those expressed or implied by such statements. Other factors that could adversely affect our business and prospects are set forth in our public filings with the Canadian Securities Exchange. Forward-looking statements contained herein are made only as to the date of this press release and we undertake no obligation to update or revise any forward-looking statements whether as a result of new information, future events or otherwise, except as required by law. We caution investors not to place considerable reliance on the forward-looking statements contained in this press release.

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