

Curaleaf Provides Update on Executive Stock Ownership

WAKEFIELD, Mass., Dec. 22, 2020 /PRNewswire/ -- **Curaleaf Holdings, Inc. (CSE: CURA) (OTCQX: CURLF)** ("Curaleaf" or the "Company"), a leading U.S. provider of consumer products in cannabis, commented today regarding a recent executive stock ownership change.

Mr. Joseph Lusardi, Curaleaf Chief Executive Officer, exercised options to purchase approximately 900,114 subordinate voting shares (SVS) of Curaleaf common stock on December 7, 2020. This latest options activity brings the total number of options exercised by Mr. Lusardi's to purchase SVS of Curaleaf common stock in 2020 to the equivalent of approximately 3.5 million shares. Mr. Lusardi also sold 500,000 shares on December 17, 2020, primarily to accommodate personal year-end tax planning. Mr. Lusardi has informed the Company that the sales were for tax purposes and that he does not expect to sell additional shares at this time.

Boris Jordan, Executive Chairman of the Board of Curaleaf, stated, "Joe and I continue to be significant shareholders of Curaleaf as we believe the cannabis industry's growth prospects are unmatched by any other major U.S. industry, as new consumers enter the regulated market and more states approve legalization. As a major shareholder of Curaleaf, I reiterate that I have no plans to sell a single share of Curaleaf and remain fully committed to the growth and success of the company."

About Curaleaf Holdings, Inc.

Curaleaf Holdings, Inc. (CSE: CURA) (OTCQX: CURLF) ("Curaleaf") is a leading U.S. provider of consumer products in cannabis, with a mission to improve lives by providing clarity around cannabis and confidence around consumption. As a vertically integrated, high-growth cannabis operator known for quality, expertise and reliability, the company and its brands, including Curaleaf and Select provide industry-leading service, product selection and accessibility across the medical and adult-use markets. Curaleaf currently operates in 23 states with 96 dispensaries, 23 cultivation sites and over 30 processing sites, and employs over 3,000 team members across the United States. Curaleaf is listed on the Canadian Securities Exchange under the symbol CURA and trades on the OTCQX market under the symbol CURLF. For more information please visit www.curaleaf.com.

INVESTOR CONTACT

Curaleaf Holdings, Inc.
Dan Foley, VP, Finance and Investor Relations
IR@curaleaf.com

MEDIA CONTACT

Curaleaf Holdings, Inc.
Tracy Brady, VP Corporate Communications
media@curaleaf.com

FORWARD LOOKING STATEMENTS

This media advisory 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 company executive stock ownership and related transactions. 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. Additional information about these assumptions and risks and uncertainties is contained under "Risk Factors and Uncertainties" in the Company's latest annual information form filed September 25, 2020, which is available under the Company's SEDAR profile at www.sedar.com, and in other filings that the Company has made and may make with applicable securities authorities in the future. 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. The Canadian Securities Exchange has not reviewed, approved or disapproved the content of this news release.

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