

Curaleaf Releases Inaugural "Rooted in Good" Social Impact Report

Report Highlights Key Corporate Social Responsibility Metrics around Core Pillars of Diversity Equity & Inclusion, Social Equity and Sustainability

WAKEFIELD, Mass., April 18, 2022 /PRNewswire/ -- [Curaleaf Holdings, Inc.](#) (CSE: CURA / OTCQX: CURLF) ("Curaleaf" or the "Company"), a leading international provider of consumer products in cannabis, has released its first annual 2021 Social Impact Report. The report highlights the community achievements and positive impact of its Corporate Social Responsibility work, "[Rooted in Good](#)."

Since its official launch in February 2021, Curaleaf's Rooted in Good program has focused on setting industry standards around commitment to developing a more equitable, sustainable and diverse cannabis industry. The program focuses on three core pillars: Diversity, Equity & Inclusion (DE&I), Social Equity and Sustainability, and the 2021 Social Impact Report highlights key accomplishments, community partnerships and facts and figures within those key areas.

From Curaleaf's initiative to partner with 420 diverse suppliers and brands by 2025, to launching its first ever-social equity focused brand with partner B NOBLE, to internal workplace diversity initiatives and implementing new sustainable manufacturing practices, Curaleaf has remained committed to running an impactful business that is Rooted in Good.

As outlined in the report, Curaleaf has made the following progress against these key goals:

- **As part of its 420 x 25 Supplier Diversity commitment, Curaleaf is doing business with 420 new cannabis brands, ancillary suppliers and advocacy organizations from underrepresented communities by 2025.** The company is now working with more than 100 new and diverse partners and suppliers after one year of this program.
- **Curaleaf is actively working towards its goal for 10% of its team members to come from populations touched by low-level cannabis-related offenses.** In 2021, 3.7% Percentage of new hires met this criteria, and the company is taking steps to increase that number in 2022.
- **The company set a goal to contribute at least \$1 million in community investment to programs that address collateral consequences associated with marijuana-related offenses.** In total, Curaleaf and Select brands contributed over \$2,400,000 to partner organizations across the country in 2021.

"As a leader in today's cannabis industry, we understand the responsibility that we carry to prioritize fostering a cannabis environment that is equitable, diverse and sustainable for the many communities we serve", said Khadijah Tribble, Senior Vice President of Corporate Social Responsibility at Curaleaf. "We're humbled to be in a position to help right the wrongs of the past, to the best of our ability, and work to increase equity in the cannabis industry. There is more work to do, but we're confident about the programs and initiatives we've built that meet Curaleaf's capabilities to be Rooted in Good long term."

Joe Bayern, CEO of Curaleaf, stated, "I'm incredibly proud of the work we've been able to begin this year, the goals we're working toward and the partnerships we've made through Rooted in Good. I truly believe we are leading the industry when it comes to making an impact and setting the standard for meaningful corporate social responsibility that doesn't just talk but actually walks the walk. This is a testament to the power of Khadijah Tribble, the CSR team and everyone at Curaleaf who works tirelessly every day to hold us accountable to that standard."

To read Curaleaf's 2021 Social Impact Report in full, please click the link [here](#).

About Curaleaf Holdings

Curaleaf Holdings, Inc. (CSE: CURA) (OTCQX: CURLF) ("Curaleaf") is a leading international provider of consumer products in cannabis with a mission to improve lives by providing clarity around cannabis and confidence around consumption. As a high-growth cannabis company 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. In the United States, Curaleaf currently operates in 23 states with 128 dispensaries, 26 cultivation sites, and employs over 5,600 team members. Curaleaf International is the largest vertically integrated cannabis company in Europe with a unique supply and distribution network throughout the European market, bringing together pioneering science and research with cutting-edge cultivation, extraction and production. 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 <https://ir.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 Curaleaf's 2021 Social Impact Report. 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 March 9, 2022, which is available under the Company's SEDAR profile at <http://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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