

Curaleaf Appoints Tyneeha Rivers As Chief People Officer

WAKEFIELD, Mass. , May 24, 2022 /PRNewswire/ -- [Curaleaf Holdings, Inc.](#) (CSE: CURA / OTCQX: CURLF) ("Curaleaf" or the "Company"), a leading international provider of consumer products in cannabis, announced today that Tyneeha Rivers has been appointed to the role of Chief People Officer for Curaleaf, a new position.

The move follows the recent announcement of Matt Darin being named CEO, replacing Joe Bayern, who will be launching a new CPG focused division of the Company.

Rivers will lead the Company's Human Resources department and help advance strategic HR operations, talent acquisition, talent management, diversity, equity and inclusion, leadership development, training programs, employee relationship management, compensation and benefits, job design and succession planning.

Matt Darin, Chief Executive Officer of Curaleaf, said, "This is an incredibly exciting time for Tyneeha to join us and I am thrilled to welcome her to my executive leadership team. With over twenty years of global Human Resources expertise in senior positions for distinguished organizations, Tyneeha has a proven track record of building winning team cultures that positively impact business results. This is a critical focus for us at Curaleaf as we move the company forward. My goal is not only to be the leading global cannabis company, but also the place to be for the most talented, motivated, and passionate team members in the industry, bar none."

"I am honored to join the Curaleaf team at this exciting time in the company's evolution and rapid growth," said Tyneeha Rivers, Curaleaf Chief People Officer. "Curaleaf has established itself as a leader in the cannabis space, not just in revenue or retail footprint, but in talent and commitment. I look forward to partnering with the entire Curaleaf team to continue focusing on strategic HR operations and the investment in the Company's people, without whom this exponential growth would not be possible."

Tyneeha brings over 20 years of experience in corporate human resources, leading HR for various prominent organizations such as Merrill Lynch, Morgan Properties, The Galman Group, Philadelphia 76ers, Harris Blitzer Sports & Entertainment, Greater Philadelphia YMCA, and most recently, Chief People Officer at Curio Wellness. Tyneeha currently serves as Board President of Second Chance Mission, an organization established to help survivors of substance abuse, domestic violence, bullying, life-altering illness, and other hardships.

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 22 states with 133 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 appointment of Chief People Officer. 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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