

Curaleaf Expands New Jersey Adult-Use Sales to Edgewater Park Dispensary

Curaleaf began serving New Jersey adult-use customers at its Bellmawr location in April

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, will begin adult-use sales at its Edgewater Park, New Jersey dispensary on May 25. Located at 4237 US-130, Curaleaf Edgewater Park is now the Company's second location to sell adult-use cannabis in the Garden State.

Curaleaf is dedicated to providing premium quality products and reliable retail experiences for adult-use customers while continuing to serve patients enrolled in the state's medical program. Curaleaf Edgewater Park will implement additional measures to prioritize licensed medical patients which includes access to private consultation areas, a secure online ordering system, exclusive checkout lines and designated parking spots. To optimize patient accessibility, the dispensary will also offer two medical-only shopping hours per day.

New Jersey is expected to be one of the largest cannabis markets in the country. Curaleaf Edgewater Park and Curaleaf Bellmawr are the Company's first locations to service recreational customers since the New Jersey Cannabis Regulatory Commission authorized adult-use sales in April.

"After a successful adult-use launch in April, we are thrilled to expand our adult-use footprint allowing us to serve even more New Jersey consumers," said Matt Darin, CEO of Curaleaf. "I'd like to thank the Town of Edgewater Park for their partnership and for so graciously welcoming us into the community. Curaleaf is committed to ensuring patients and consumers receive quality products and service as they embark on their cannabis journey."

Edgewater Park is now the 13th dispensary licensed to sell adult-use cannabis in the Garden State. For more information on Curaleaf's locations, patient resources and products in New Jersey, please visit www.curaleaf.com/dispensary/new-jersey.

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 5,700 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 the introduction of adult-use sales at Curaleaf Edgewater Park. 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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