

New Survey Shows Majority of Cannabis Consumption is Attributable to Consumers' Desires to Address Health and Wellness Concerns

62% of Americans Would Prefer Cannabis Over Pharmaceuticals When Treating a Medical Issue

WAKEFIELD, Mass., June 8, 2022 /PRNewswire/ -- A new survey conducted by The Harris Poll on behalf of Curaleaf Holdings, Inc. (CSE: CURA) (OTCQX: CURLF) ("Curaleaf" or the "Company"), a leading international provider of consumer products in cannabis, finds that 91% of adults aged 21+ who have ever consumed cannabis have done so for health and wellness purposes. The findings offer important takeaways revealing people's attitudes toward both cannabis and the desire for holistic health and wellness, as 75% of Americans say they would prefer holistic solutions over pharmaceuticals to treat a medical issue when possible, with 62% of people saying they would prefer to use cannabis rather than pharmaceuticals to treat a medical issue.

According to the survey conducted online among nearly 2,000 U.S. adults ages 21+ by the independent pollster, the top health and wellness reasons Americans have consumed cannabis include:

- to relax (52%)
- to help with sleep (49%)
- to reduce stress (44%)
- to reduce anxiety (41%)

As cannabis legalization continues to sweep the United States, beliefs and behaviors surrounding consumption are shifting to become more mainstream and inclusive for patients and consumers who rely on it for a variety of health and wellness needs – from helping to relieve menstrual cramps and arthritis to supporting stress and sleep issues.

Curaleaf understands this shift and growing need for cannabis solutions, and places an emphasis on accessibility and approachability of a variety of products for individuals seeking alternatives for their health and wellness needs. The Company continues to be a wellness destination with 130 retail locations, and an assortment of cannabis products in different form factors, including an upcoming wellness line expected to launch later this summer.

"Educating consumers on how cannabis can be leveraged to support everyday health and wellness needs is critical to destigmatizing the plant and providing consumers with more choices to best fit their personal lifestyle," said Dr. Stacia Woodcock, Clinical Cannabis Pharmacist for Curaleaf New York. "There are a wide variety of ways to consume cannabis safely, and many formulations actually have minimal intoxicating effects. Different product options with various ratios of THC and CBD give patients the opportunity to consume cannabis in a way that works with their lifestyle and comfort level."

The survey also found that 88% of those who have consumed cannabis as an alternative and/or in addition to pharmaceutical treatments feel that doing so has improved their overall well-being. In fact, 86% of those who have leveraged cannabis for health or wellness would recommend cannabis to a friend or family member for medical reasons.

For the full results of the survey please [click here](#).

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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 Harris Poll survey findings about cannabis consumption. 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.

*Survey Method:

This survey was conducted online within the United States by The Harris Poll on behalf of **Curaleaf** from March 8-10, 2022, among 1,953 adults ages 21+, among whom 1,095 have ever used cannabis. The sampling precision of Harris online polls is measured by using a Bayesian credible interval. For this study, the sample data is accurate to within ± 2.8 percentage points using a 95% confidence level. For complete survey methodology, including weighting variables and subgroup sample sizes, please contact kaplowcuraleaf@kaplow.com.

SOURCE Curaleaf Holdings, Inc.

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