

Curaleaf Celebrates Launch of Adult Use Sales at Manchester, CT Dispensary

Curaleaf Manchester is the Company's fourth dispensary in Connecticut to commence adult use sales

NEW YORK, Aug. 21, 2023 /PRNewswire/ -- [Curaleaf Holdings, Inc.](#) (CSE: CURA) (OTCQX: CURLF) ("Curaleaf" or the "Company"), a leading international provider of consumer cannabis products, today announced that has commenced adult use sales at its Manchester, Connecticut location. Located at 240 Buckland St, Manchester, CT 06042, Curaleaf Manchester is the Company's fourth dispensary in Connecticut to commence adult use sales.

In January, Curaleaf Stamford became the Company's first retail location to welcome adult use cannabis consumers. Curaleaf Hartford and Curaleaf Groton launched adult use sales in March and July, respectively. Now with the launch of Manchester, all of Curaleaf's Connecticut stores offer adult use sales in the state.

"Curaleaf is proud to welcome adult use consumers at each of our locations in Stamford, Hartford, Groton and now, Manchester," said Matt Darin, CEO of Curaleaf. "Connecticut has developed a robust adult use marketplace that continues to innovate and contribute to the larger adult use marketplace across the country. As we welcome adult use consumers at each of our retail locations, we are eager to offer expertise in cannabis and cultivation in a manner that will benefit both medical patients and adult use customers."

Curaleaf Manchester offers adult use consumers a robust collection of premium products, including whole flower, pre-rolls, gummies, Select Elite vaporizers, and Curaleaf's breakthrough vape hardware, Cliq by Select. Curaleaf Manchester also offers adult use customers an opportunity to join the Company's revamped rewards program. Members earn loyalty points for every dollar spent that can be redeemed for savings on future purchases made at any Curaleaf-operated dispensary. Currently, Curaleaf Stamford and Milford customers have access to delivery through Green Coach Delivery, and soon all other Curaleaf locations will also have access to delivery services through Green Coach.

Curaleaf will continue to prioritize medical patients at each of its Connecticut locations. To ensure medical patients receive proper support, existing medical patients will have dedicated staff and check-out lines for expedited patient service. Additionally, medical patients will continue to have access to Curaleaf's Compassionate Care Plan, outstanding pharmacy team and patient consult rooms.

Curaleaf welcomes consumers and patients to celebrate the launch of adult use sales at its Manchester location on Friday, August 25 with a ribbon-cutting ceremony, prizes, giveaways and discounts. Curaleaf Manchester operates from 9:00 am to 8:00 pm EST Monday through Saturday, and 10:00 am to 6:00 pm EST on Sundays. For more information on Curaleaf's locations, patient resources and products in Connecticut, please visit <https://ct.curaleaf.com/>.

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 enhance lives by cultivating, sharing and celebrating the power of the plant. As a high-growth cannabis company known for quality, expertise and reliability, the Company and its brands, including Curaleaf, Select, and Grassroots provide industry-leading service, product selection and accessibility across the medical and adult use markets. In the United States, Curaleaf currently operates in 19 states with 152 dispensaries, and employs nearly 5,500 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 commencement of adult use sales at Curaleaf Manchester. 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 May 1, 2023, 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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