

Curaleaf's Select Brand Expands Portfolio With Launch of Select Stiq

Stiq's sleek all-in-one design provides a new way for consumers to experience Select Essentials oil

NEW YORK, Feb. 7, 2024 /PRNewswire/ -- [Curaleaf Holdings, Inc.](#) (TSX: CURA) (OTCQX: CURLF) ("Curaleaf" or the "Company"), a leading international provider of consumer cannabis products, today announced that its Select brand has expanded its product offerings with the launch of Select Stiq, a new 1g all-in-one cannabis oil vape.

Compatible with Select Essentials oil, Select Stiq's compact pocket-sized design includes an auto-draw feature and a rechargeable USB-C port that is easy to use and built for flavor preservation. Select Essentials high potency oils deliver exceptional flavors with consistent THC levels, infused with naturally derived terpenes that mirror classic cannabis strains.

"Fresh on the heels of our successful Select Briq launch, the new Select Stiq lets consumers explore their favorite strains with one simple, ready-to-go product. We heard directly from customers that a 1g all-in-one vape pen was a market need, and we're happy to deliver," said Matt Darin, CEO of Curaleaf. "This accessible format provides an effortless inhale thanks to its user-friendly hardware with no buttons required. Data shows that consumer interest in all-in-one vape pens is directly impacting the rise in vape popularity for anyone ranging from adult-use tourists to local customers who want an option that is quick and easy-to-access. Select strives to offer a variety of products for every customer and patient, and we are proud to introduce Stiq into our portfolio."

Arizona will be the first state to access Select Stiq, followed by Nevada and Utah later this Spring. Select Stiq will be celebrated as a part of Select's brand activation during the golf-themed Vendor Village happening at Curaleaf Scottsdale, just 100 yards from The WM Phoenix Open at the Tournament Players Club. From Wednesday, February 7 to Sunday, February 11, attendees will enjoy swag, music, Country Club Adjacent comedians, food, a rest area, coupons and opportunities to win valuable prizes, including a trip for four to Pebble Beach. Event hours are 9:00 a.m. to 6:00 p.m. MST Wednesday to Saturday, and 9:00 a.m. to 4:00 p.m. MST Sunday.

To learn more about Select's product portfolio, state-by-state product availability, or to find a dispensary that carries Select near you, please visit www.selectelevated.com.

About Curaleaf Holdings

Curaleaf Holdings, Inc. (TSX: 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, our brands are sold in 17 states with operations encompassing 147 dispensaries and employing more than 5,200 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 Toronto Stock 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 launch of Curaleaf's mobile application. 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 Toronto Stock Exchange has not reviewed, approved or disapproved the content of this news release.

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