

Curaleaf Announces the Opening of New Dispensary in Miami, Florida on Bird Road

New location in South Florida marks the Company's 66th dispensary in the state

STAMFORD, Conn., Oct. 23, 2024 /PRNewswire/ -- Curaleaf Holdings, Inc. (TSX: CURA) (OTCQX: CURLF) ("Curaleaf" or the "Company"), a leading international provider of consumer cannabis products, today announced it has opened a new medical dispensary in Miami, Florida. Curaleaf Miami Bird Road, located at 8868 SW Bird Rd., Miami, FL 33165, opens its doors to medical patients on October 23, 2024. The Company's newest dispensary brings its Florida store count to 66 locations, with 151 dispensaries total across the U.S.

Curaleaf Miami Bird Road expands the Company's footprint in Miami-Dade County to eight locations, serving new and existing patients across the region. The medical dispensary offers a wide selection of high-quality cannabis products and brands, including Select Fruit STIQ all-in-one vape, Grassroots craft flower and pre-rolls and Select Liquid Diamonds.

Curaleaf Miami Bird Rd. will operate from 9:00 a.m. to 8:30 p.m. ET Monday through Saturday and 10:00 a.m. to 7:00 p.m. ET on Sundays, with Curaleaf's knowledgeable team members prepared to welcome and guide patients at every level of cannabis experience.

"Our expansion in the Sunshine State continues with the opening of our eighth dispensary in the vibrant Miami area," said Boris Jordan, Chairman and CEO of Curaleaf. "With this location, we continue to solidify our presence across Miami-Dade County, serving as trusted and reliable providers of medical cannabis, and important sources of education while the market evolves. As we approach November with strong momentum for #YesOn3, we remain committed to supporting our medical patients throughout Florida and are prepared to serve a new demographic of adult use customers."

A grand opening celebration will take place at Curaleaf Miami Bird Road at a later date to be announced. The event will include exclusive promotions for medical patients, as well as a ribbon-cutting ceremony, live music, and prizes.

Curaleaf continues to support patients and team members across Florida's Gulf Coast and the Southeast region who have been impacted by Hurricane Helene and Hurricane Milton. The Company's at-register round-up campaign continues through October 31 at all Florida stores, raising funds for a local food bank managing emergency distributions throughout impacted Gulf Coast communities.

For more information on Curaleaf's locations, patient resources, delivery program, and products in Florida, please visit <https://curaleaf.com/dispensary/florida>.

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, Grassroots, JAMS, Find, The Hemp Company and Zero Proof provide industry-leading service, product selection and accessibility across the medical and adult use markets. 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 expansion of retail locations in Florida. 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 uncertainties is contained under "Risk Factors and Uncertainties" in the Company's latest annual information form filed on March 6, 2024, 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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