



International Cannabrands Ltd. brings on KUMAA Enterprises to distribute JuJu Royal™ Products in the UK and Europe

Calgary, Alberta, February 20, 2018 — **International Cannabrands Inc.** (CSE:JUJU.A; FSE:31G; US OTC:GEATF) (the “**Company**”) is pleased to announce that it has entered into an exclusive distribution agreement with KUMAA Enterprises Ltd. to distribute JuJu Royal Products in the United Kingdom and Europe. KUMAA will have the exclusive right to distribute the JuJu Royal line of products in the UK and the European Union.

“The UK is Julian’s Birthplace and an important connection for the Company. The UK and European markets are a key part of our business strategy and we are excited to be able to launch this aspect so quickly,” said Jeffrey Britz, Chairman and CEO.

JuJu Royal products will be showcased by KUMAA at the 2018 Vaper Expo UK, held annually in Birmingham, UK, as well as various trade shows throughout Europe. Vaper Expo UK is recognized as the largest and most important vaping event in Europe and is considered to be the must-attend expo for the UK and International manufacturers, suppliers and distributors. Vaper Expo UK unites leading key players in the industry, to act as the platform for launching new products and services, and serve as the central European hub for the vaping industry.

According to the Cannabis Trades Association UK, the number of cannabidiol (CBD) users has doubled over the past year skyrocketing from 125,000 to 250,000. “We have been surprised at the success and popularity of CBD,” said Reg Anota for Kumaa Enterprises Ltd. “We are constantly looking to bring new and innovative products to market that help our customers and JuJu Royal certainly fits that criteria. “It is great to see in this instance that we can help with the demand.”

The Company also wishes to announce the grant of additional stock options to Mark Scott, Chief Financial Officer, (250,000 options at \$0.33 vesting as to one-third over the next three anniversaries from the date of grant) and to Eric Singer (200,000 options at \$0.25 vesting as to one-half immediately, and the following half over two years on each of the next two anniversaries from the date of grant).

About KUMAA Enterprises

KUMAA Enterprises Ltd. a private company based in the garden of England, Kent has been distributing CBD products to its clients since 2015 with the aim of educating the general public to the benefits of CBD and offering high quality brands in the United Kingdom, the European Union and the Middle East.

About International Cannabrands

International Cannabrands acquired the exclusive rights to Julian Marley’s JuJu Royal™ brand to educate people about the natural connection between Julian Marley, Rastafarian culture, reggae music, and marijuana. International Cannabrands generates revenue from licensing brands to growers, edible manufacturers, oil extractors, producers of ancillary products and apparel in the United States where cannabis has been legalized at the state level, as well as products containing CBD in the US and internationally. Select JuJu Royal products are available in California, Washington, Colorado and Puerto Rico with CBD-only products available in the U.K., the birthplace of Julian Marley. The Company is

looking to expand JuJu Royal into Nevada in the near future. The company was founded in 2014 and is based out of Denver, Colorado. The Company believes as the market becomes saturated with products varying in potency and quality, that the branded products will rise to the top and the Company intends to exploit all opportunities available to realize the full value of the Julian Marley brand and to attract other brands.

About JuJu Royal

Julian Marley conveys his message of legalization, freedom, and love through the JuJu Royal brand, a line of naturally produced medicinal herbs using the best solventless technology. One percent of proceeds are distributed for the benefit of veterans using cannabis through the Weed for Warriors Project. More information about the brand and various products can be obtained at www.jujuroyal.net. International Cannabrands is continuing to work with Julian Marley to identify and develop future strains of marijuana that meet Julian's exacting standards. The Company is continuing to conduct research and development with certain origin genetics to produce additional signature Julian Marley strains for the JuJu Royal Premium Marijuana collection. The intent is to make these strains available to dispensaries and caregivers on a worldwide basis where it is legal.

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Forward Looking Statements

This news release contains forward-looking statements relating to expectations about the benefits of an agreement between the Company and KUMAA Enterprises Ltd. for the distribution of its JuJu Royal products. These forward looking statements involve risks and uncertainties. Events or circumstances may cause actual results to differ materially from those anticipated as a result of numerous known and unknown risks, uncertainties, and other factors, many of which are beyond the control of the Company or the parties to the agreement. These include legal and regulatory changes, the impact of general economic, industry and market conditions; expectations regarding market demand for particular products and the dependence on new product development; the impact of product competition. As a result, the Company cannot guarantee that any forward-looking statement will materialize and the reader is cautioned not to place undue reliance on any forward-looking information. Such information, although considered reasonable by management at the time of preparation, may prove to be incorrect and actual results may differ materially from those anticipated. Forward-looking statements contained in this news release are expressly qualified by this cautionary statement. The forward-looking statements contained in this news release are made as of the date of this news release and Management of the Company disclaims any intention or obligation to update or revise any forward-looking statements whether as a result of new information, future events or otherwise, except as required by applicable securities laws.