

# Tree of Knowledge International Corp. Enters 50 Million Pound UK CBD Market With Initial White Labeling Purchase Order of \$50,000

Toronto, Ontario--(Newsfile Corp. - January 17, 2019) - [Tree of Knowledge International Corp.](#) (CSE: TOKI) (OTC PINK: TRKWF) (the "Company" or "CBD") is pleased to announce that CBD&CBN Ltd. ("CBD&CBN") a company registered in the UK and headquartered in London, England is slated to launch its white label of TOK's brand in the UK through the worldwide web. The CBD&CBN brand was developed pursuant to a white label agreement between TOK and CBD&CBN dated November 19, 2018.

The Company's strategy in the UK includes the premium product line supplied for distribution under CBD&CBN's brand. The Company is prepared for success and current operations are capable of a one week turn around on order fulfillment before packaging and customs.

CBD&CBN is set to commence operations late this month and has made its first purchase order of US\$50,000 from the Company. CBD&CBN operates under the direction of Stephen Oliver, former HM Customs Investigator and lawyer, and Andy Eyre, former military and entrepreneur, two individuals with a robust combined industry history and skill set. In its initial phase CBN&CBD is focused on generating exposure and building brand recognition through a comprehensive e-commerce strategy. CBD&CBN is supported by Mr. George Pessios, Software Engineer, IOS Developer and Web Designer, and founding member CBD&CBN, and Nick Gower, founding member and Search Engine Optimization expert.

Jean-Paul Gaillard, CEO of the Company, commented: "Their combined professional track record and wealth of knowledge has laid a foundation for Tree of Knowledge's aggressive strategy to create a dominant presence in the rapidly evolving CBD sector in the European Marketplace."

Founded in 2015, the Company launched its EVR CBD product line with the purpose of creating the finest quality CBD Hemp Oil in the world. EVR CBD now sells CBD Hemp Oil to customers throughout the US, Europe and South America, and sells isolates into Australia. As additional territories follow the lead of the United States and legalize CBD hemp oil, the Company expects that additional consumers will discover its benefits. The Company aspires to have its EVR CBD brand as the world's most trusted source for CBD products.

According to the Cannabis Trades Association UK, the consumer base in the CBD market in the UK has doubled from 125,000 to 250,000 between 2017 and 2018. Currently in the UK, the number of people using CBD oil is estimated to have reached around 300,000. According to Verdict.co.uk, an online media publisher: "The rise in popularity has followed a loosening of legal restrictions around the world. Although CBD-based products have been commercially available in the UK for some time, they appear to be gaining greater mainstream use and acceptance." Reports by Forbes indicate that the global cannabidiol (CBD) market is estimated to grow by 700% and could be worth \$2.1 billion by 2020.

## ABOUT TREE OF KNOWLEDGE

With its head office in Toronto and operations in North York, Ontario and Spokane, Washington, TOK currently has three primary business segments: (1) Multidisciplinary specialty pain clinics with a focus on the treatment of chronic pain, including controlled applications of medical cannabis in Canada, (2) Development of formulated products for therapeutic purposes and natural health product alternatives at its manufacturing facility in Spokane, which provides formulations for the Company's products and for third parties equivalent to GMP standards, and (3) Distribution and sale of hemp-based cannabidiol ("CBD") products in the United States, Canada, Europe, Brazil and China. Through an exclusive strategic alliance agreement with Jack Nathan Medical Inc., which operates over 72 Jack Nathan Health medical and dental clinics in six provinces across Canada, the Company has access to one of the largest healthcare systems across Canada for its education and research platform, with over 1.5 million patient visits annually. Currently the Company has research agreements with multiple universities for medical cannabis research and new medical grade products development. TOK's CBD product line contains EVR Premium Hemp Oil, which is an organically grown and handled, gluten-free, vegan, non-GMO, synergistic compound that is derived from U.S. Department of Agriculture (USDA) approved industrial hemp grown in the United States. TOK currently offers several CBD products, which may be used in connection with the treatment of a number of ailments and for general wellness purposes.

For further information please visit: [www.tok.ca](http://www.tok.ca)

Or contact: Tree of Knowledge International Corp.

Michael Caridi, Vice Chairman  
Tel: +1 (917) 295-1374 [Michael@tok.ca](mailto:Michael@tok.ca)

THE CSE HAS NOT REVIEWED AND DOES NOT ACCEPT RESPONSIBILITY FOR THE ACCURACY OR ADEQUACY OF THIS RELEASE.

## Advisory

This news release contains forward-looking statements relating to the benefits expected from the white label arrangement with

CBD&CBN Ltd. and the future operations of TOK and other statements that are not historical facts. Forward-looking statements are often identified by terms such as "will", "may", "should", "anticipate", "expects" and similar expressions. All statements other than statements of historical fact, included in this release, including, without limitation, statements regarding the future plans and objectives of TOK, are forward looking statements that involve risks and uncertainties. There can be no assurance that such statements will prove to be accurate and actual results and future events could differ materially from those anticipated in such statements. Important factors that could cause actual results to differ materially from TOK's expectations are risks detailed from time to time in the filings made by TOK with securities regulations.

The reader is cautioned that assumptions used in the preparation of any forward-looking information may prove to be incorrect. Events or circumstances may cause actual results to differ materially from those predicted, as a result of numerous known and unknown risks, uncertainties, and other factors, many of which are beyond the control of TOK. As a result, TOK 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 TOK will update or revise publicly any of the included forward-looking statements as expressly required by Canadian securities law.

*This news release contains market and industry data that has been obtained from third party sources, including industry publications. The Company believes that its industry data is accurate and that its estimates and assumptions are reasonable, but there is no assurance as to the accuracy or completeness of this data. Third party sources generally state that the information contained therein has been obtained from sources believed to be reliable, but there is no assurance as to the accuracy or completeness of included information. Although the data is believed to be reliable, the Company has not independently verified any of the data from third party sources referred to in this news release or ascertained the underlying economic assumptions relied upon by such sources.*