



## **YIELD GROWTH COMMENTS ON MARKETING AND PROMOTIONAL ACTIVITIES IN RESPONSE TO OTC MARKETS REQUEST**

**March 21, 2019 – Vancouver, B.C.– The Yield Growth Corp. (CSE:BOSS) (OTC:BOSQF) (Frankfurt: YG3)**(the “Company”) provides the following information about its marketing and promotional activities (“Marketing Activities”) at the request of OTC Markets.

The Company announced on March 11, 2018 that it had engaged Winning Media (“Winning”) to assist with its Marketing Activities. The OTC Market’s request was prompted by two emails distributed by Winning. The first was titled “Under-The-Radar Cannabis Stock Now Poised For Rapid Growth” distributed by Winning via Penny Picks on March 14, 2019, and the second was titled “The Next Explosive Growth Stock for the Global Cannabis Market has Arrived” distributed by Winning via EpicStockPicks on March 19, 2019. Each of these emails disclosed that it was a paid advertisement. The Company instructed Winning Media to discontinue use of emails for marketing after receiving correspondence about these two emails from OTC Markets on March 19, 2019. The Company does not believe these emails had a significant impact on trading activity of the Company's stock.

The Company’s management, led by the Company's CEO, has overseen all Marketing Activities respecting the Company. Since listing on the OTCQB the Company believes it has complied with the OTC Markets Group policies on stock promotion.

The Company has been successful in achieving operational milestones for its business, and since completing its initial public offering, it has issued many press releases disclosing these achievements. These press releases form part of the Company’s public disclosure record with the Canadian securities regulators, and are available with the Company’s other public filings under its profile at [www.sedar.com](http://www.sedar.com). The Company distributes its press releases through digital media to expand awareness of its corporate brand and to increase the number of potential investors aware of the company’s business. The Company also pays for sponsored content and its advertisement through digital media. The Company’s management believe that the Marketing Activities have created awareness of the Company’s stock, products and operations and have resulted in increased demand for the Company’s products and securities.

The following is a list of all third party providers who have been engaged directly by the Company to provide investor relations services, public relations services, marketing, or other related services including the promotion of the Company or its securities in the last 12 months: Breakfast Television, Postmedia Network, GlobeMedia, Business in Vancouver, Winning Media,

Investor News Network, Stockhouse, Globe Newswire, CFN Media Group, Equity Guru, High Tide Consulting Corp., BayStreet.ca Media Inc., Aktiencheck.de AG, Immedia Management Inc., Exvera Communications Inc., Raven Waschilowski, and Market IQ Media Inc. ("Market IQ")(the "Third Party Providers"). The Company believes that all of its Third Party Providers provide valuable services and contribute to the successful marketing of the Company and its products and services. The Company endeavours to work with the Third Party Providers to ensure all disclosures are made in accordance with OTC Markets' policies and guidelines on marketing. The Company intends to continue engaging many of the Third Party Providers on an ongoing basis.

The Company's management has been directly involved in engaging and working with the Third Party Providers undertaking Marketing Activities on the Company's behalf. Approved content is sometimes displayed on media properties owned by companies that do not have a direct relationship with the Company but have been selected by or through Third Party Providers. The Company's management is often directly involved in the creation of content used in Marketing Activities. The Company's management makes its best efforts to approve all content about the Company prior to its release, and at no time has the Company approved of any content or made any disclosure that is false or misleading. The Company's management is not aware of any disclosure respecting the Company that has been made by any Third Party Provider that is false or misleading.

The following is a description of issued shares or convertible instruments allowing conversion to equity securities at prices constituting a discount to the current market rate at the time of issuance. All issuances were priced in accordance with applicable stock exchange policies.

- January 11, 2019 the Company issued 310,293 units at \$0.34 per unit, each unit consisting of one common share and one share purchase warrant exercisable at a price of \$0.40 per common share for a maximum of six months from the date of issuance. All of these warrants have been exercised.
- January 25, 2019 the Company issued 407,500 units at \$0.40 per unit, each unit consisting of one common share and one share purchase warrant exercisable at a price of \$0.50 per common share for a maximum of six months from the date of issuance. The warrants were not issued below market.
- On February 5, 2019 the Company issued 200,000 units at a price of \$0.50 per unit pursuant to a beverage formula acquisition, each unit consisting of one common share and one share purchase warrant exercisable at a price of \$0.60 per share for a period of one year from the date of issuance. 100,000 of these warrants were issued to Vivek Taneja and have not been exercised. 100,000 of these warrants were granted to Bhavna Solecki, and have not been exercised.
- On February 6, 2019 the Company issued 1,000,000 units at \$0.40 per unit, each unit consisting of one common share and one share purchase warrant exercisable at

a price of \$0.50 per share for a period of six months from the date of issuance. All of these warrants were granted to Cor Capital and have not been exercised.

- On February 20, 2019 the Company issued 191,134 units at \$0.70 per unit, each unit consisting of one common share and one share purchase warrant exercisable at a price of \$0.80 per share for a period of six months from the date of issuance. These warrants were not issued below market.
- On February 28, 2019 the Company issued 125,714 units at \$0.70 per unit, each unit consisting of one common share and one share purchase warrant exercisable at a price of \$0.80 per share for a period of six months from the date of issuance. These warrants were not issued below market.

Directors, officers and insiders of the Company are required to report their trades by filing insider reports with the Canadian securities regulatory authorities. These reports are available for review at [www.sedi.ca](http://www.sedi.ca). All such trades - including those which have taken place over the past 90 days – have been reported on SEDI in compliance with applicable securities laws. After making inquiries, the Company is also aware of the following purchases of the Company's stock by Third Party Providers over the past 90 days:

- On January 3, 2019 the Company issued 48,256 shares at \$0.34 per share to Exvera Communications Inc. to settle debt.
- On January 11, 2019 the Company issued 155,882 units at \$0.34 per unit, each unit consisting of one common share and one share purchase warrant exercisable at a price of \$0.40 per share for a period of 6 months from the date of issuance to Market IQ to settle debt.
- On January 29, 2019 the Company issued 131,250 units at \$0.40 per unit, each unit consisting of one common share and one share purchase warrant exercisable at a price of \$0.50 per share for a period of 6 months from the date of issuance to Market IQ to settle debt.
- On January 29, 2019 the Company issued 26,250 units at \$0.40 per unit, each unit consisting of one common share and one share purchase warrant exercisable at a price of \$0.50 per share for a period of 6 months from the date of issuance to Raven Waschilowski to settle debt.
- On February 7, 2019 Raven Waschilowski sold 26,000 shares at \$0.76.
- On February 15, 2019 the Company issued 155,882 shares to Market IQ pursuant to a warrant exercise at \$0.40 per share.

- On February 20, 2019 the Company issued 177,414 units at \$0.70 per unit, each unit consisting of one common share and one share purchase warrant exercisable at a price of \$0.80 per share for a period of 6 months from the date of issuance to Market IQ to settle debt.
- On February 20, 2019 the Company issued 13,720 units at \$0.70 per unit, each unit consisting of one common share and one share purchase warrant exercisable at a price of \$0.80 per share for a period of 6 months from the date of issuance to Immedia PR to settle debt.
- On February 21, 2019 Exvera Communications Inc. sold 20,000 shares at \$0.77.
- On February 26, 2019 the Company issued 131,250 shares to Market IQ pursuant to a warrant exercise at \$0.50 per share.
- On February 28, 2019 the Company issued 15,000 units at \$0.70 per unit, each unit consisting of one common share and one share purchase warrant exercisable at a price of \$0.80 per share for a period of 6 months from the date of issuance to Raven Waschilowski to settle debt.

### **About The Yield Growth Corp.**

The Yield Growth Corp. intends to disrupt the wellness market, which is a \$4.2 Trillion Global Economy according to the Global Wellness Institute, by connecting ancient healing with modern science, and harnessing the power of hemp- and cannabis-infused products. It is a vertically integrated asset company with the leadership, financial position and science-backed formulas to capitalize on the cannabis revolution. The Yield Growth management team has deep experience with global brands including Johnson & Johnson, Procter & Gamble, M·A·C Cosmetics, Skechers, Best Buy, Aritzia, Coca-Cola and Pepsi Corporation. Yield Growth serves mainstream luxury consumers who seek sophisticated wellness products. Its flagship consumer brand, Urban Juve, has registered 35 products with Health Canada and has signed 70 retail locations to sell its products. Key ingredients in these products include Cannabis Sativa hemp seed oil and hemp root oil, created using Urban Juve's proprietary, patent-pending extraction technology. Urban Juve has also filed 11 provisional patents in the United States. Through its subsidiaries, Yield Growth is commercializing over 70 wellness and cosmetic products and has multiple revenue streams including licensing, incubation services and product sales.

For more information about Yield Growth, visit [www.yieldgrowth.com](http://www.yieldgrowth.com) or follow [@yieldgrowth](https://www.instagram.com/yieldgrowth) on Instagram. Visit [www.urbanjuve.com](http://www.urbanjuve.com) and [#findyourjuve](https://twitter.com/urbanjuve) across social platforms to learn, engage and shop.

### **Investor Relations Contacts:**

Penny Green, President & CEO

Kristina Pillon, Investor Relations  
[invest@yieldgrowth.com](mailto:invest@yieldgrowth.com)

|

1-833-514-**BOSS** 1-833-514-2677

1-833-515-**BOSS** 1-833-515-2677

*The Canadian Securities Exchange has not reviewed, approved or disapproved the content of this news release.*

### **Cautionary Statement Regarding Forward-Looking Statements**

*This press release includes forward-looking information and statements (collectively, “forward looking statements”) under applicable Canadian securities legislation. Forward-looking statements are necessarily based upon a number of estimates, forecasts, beliefs and assumptions that, while considered reasonable, are subject to known and unknown risks, uncertainties, and other factors which may cause the actual results and future events to differ materially from those expressed or implied by such forward-looking statements. Such risks, uncertainties and factors include, but are not limited to: risks related to the development, testing, licensing, intellectual property protection, and sale of, and demand for, Urban Juve and UJ Topicals products, general business, economic, competitive, political and social uncertainties, delay or failure to receive board or regulatory approvals where applicable, and the state of the capital markets. Yield Growth cautions readers not to place undue reliance on forward-looking statements provided by Yield Growth, as such forward-looking statements are not a guarantee of future results or performance and actual results may differ materially. The forward-looking statements contained in this press release are made as of the date of this press release, and Yield Growth expressly disclaims any obligation to update or alter statements containing any forward-looking information, or the factors or assumptions underlying them, whether as a result of new information, future events or otherwise, except as required by law.*