

# Isodiol International Inc. Sharpens Strategy for Growth, Profitability, and Increases in Shareholder Value

*Isodiol realigns its business strategies with 2018 U.S Farm Bill new market dynamics and the company's core competencies*

**February 12, 2019 – Vancouver, BC – [Isodiol International Inc.](#) (CSE: [ISOL](#)) (OTCQB: [ISOLF](#)) (FSE: [LB6B.F](#)) (the “Company” or “Isodiol”)**, announces plans to refocus its business strategy on core competencies and key market segments.

“Over the past several months, Isodiol has made critical strategic decisions to streamline its business, reduce shareholder dilution, and cut costs while taking advantage of significant new opportunities provided by the 2018 U.S. Farm Bill,” said the Company’s CEO, Marcos Agramont. “As part of these efforts, Isodiol has determined to focus on three primary strategic pillars: technology, branding, and retail.”

Mr. Agramont continued, stating that “Isodiol will pursue divestitures of the Company’s cultivation and non-specialty manufacturing operations, which are market segments in which many new entrants have engaged in exorbitant and often irrational spending that is commoditizing basic hemp CBD ingredients and products and creating a price race to the bottom. Isodiol is, and always has been, a value-add proposition in this industry. We thrive on differentiation through innovation.”

**To give effect to these initiatives, the Company is sharpening its focus in three core product categories and channel strategies.**

## 1. Branded Consumer Products with a Focus on Beverage

The passage of the 2018 U.S. Farm Bill has materially increased consumer and retailer interest in CBD-based Consumer Packaged Products (CPG), with a significant interest in standard-format beverages, 1 oz. and 2 oz. beverage shots, and topicals. In response, the Company plans to accelerate its internal product development, acquisitions, and staff competencies related to the execution of a retail-focused growth strategy intended to augment previous CPG channel development efforts.

## 2. Value Added Bulk Ingredients

The specialty bulk ingredient business remains a major growth opportunity going forward, and the Company will continue to supply key active ingredients for the highest quality consumer brands and Finished Pharmaceutical Products in the industry. In addition to remaining a trusted source of bulk CBD isolate to the Company’s strategic partners, Isodiol also plans to expand its line of proprietary, value-added bulk ingredients. These offerings include new and enhanced cannabinoid isolates, novel format-stable cannabinoid ingredients, and multi-spectrum isolate and distillate ingredients that are targeted to specific medical, pharmaceutical, and nutraceutical opportunities, as well as biotechnology enhanced delivery modalities.

## 3. Specialty Contract Manufacturing

Isodiol prides itself on the near decade-long relationships with its contract manufacturing partners in nearly every CPG category in which cannabinoid ingredients are relevant, as well as its internal

manufacturing, co-packing, and fulfillment capacities and expertise. These competencies allow Isodiol to meet or beat peer pricing while achieving superior quality, consistency, and innovation throughout its in-house and client branded products. Notable Isodiol product offerings include creams, balms, patches, tinctures, pills, infused waters, hot and cold brewed coffees and teas, alternative beverages, FDA-registered e-liquids, oral gel strips, and pharmaceuticals.

### ***Other Updates***

The acquisition of Food Labs Inc. previously announced on December 20, 2018 has been terminated because certain closing conditions in the Letter Agreement could not be satisfied. With termination of that acquisition, Marcos Agramont will remain as CEO and President of the Company and the Board of Directors will retain its current membership.

Isodiol also wishes to announce it has completed an internal project of transferring certain key intellectual properties utilized throughout its subsidiaries to its wholly owned subsidiary, World Holdings Inc., a Wyoming limited liability company (“World Holdings”). Over time, Isodiol intends to develop World Holdings into a licensing company that will explore opportunities to further monetize Isodiol’s growing portfolio of branded technologies.

Finally, Isodiol has begun various initiatives throughout the world that are intended to facilitate the establishment of new markets for its medicinal and pharmaceutical products, including the formation of joint venture entities in target jurisdictions. Most recently, Isodiol sponsored the formation of PureCBDOil Ltd., a United Kingdom limited liability company, that intends to explore opportunities in the U.K. and European Union pharmaceutical specials markets.

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### **About Isodiol International Inc.**

[Isodiol International Inc.](#) is focused on the nutritional health benefits that are derived from hemp and is a product development, sales, marketing and distribution company of hemp-based Consumer Packaged Goods (CPG) and solutions.

Isodiol has commercialized a 99%+ pure, naturally isolated CBD, including micro-encapsulations, and nano-technology for quality consumable and topical skin care products. The Company received approval for its CBD as an Active Pharmaceutical Ingredient (API) for use in Finished Pharmaceutical Products (FPPs), as was announced on [April 26, 2018](#).

Isodiol’s growth strategy includes the development of over-the-counter and pharmaceutical drugs and continued international expansion into Latin America, Asia, and Europe.

### **ON BEHALF OF THE BOARD**

*Marcos Agramont, CEO & Director*

### **INVESTOR RELATIONS:**

lr@isodiol.com  
**604-409-4409**

**MEDIA CONTACT:**

Christopher Hussey  
chussey@isodiol.com

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*The CSE has not reviewed, approved or disapproved the content of this press release.*