

## Fiore Cannabis Directs Focus on Core U.S. Assets and Turnaround Position

### FIOR News Release

March 4, 2021

Kelowna, British Columbia — Fiore Cannabis Ltd. (CSE:FIOR) (OTCQX:FIORF) (“Fiore” or the “Company”), a licensed multi-state cannabis cultivator, producer and retailer, today announced it has entered into the following investor relations and/or marketing arrangements:

- *North Equities* – Consulting and social media services — 512,820 common shares issued at a deemed price of \$0.195 per share as payment of \$75,000 invoice to the Company for a six-month period;
- *CFN Media Group* — Corporate communications, marketing and investor relations services – 163,092 common shares issued at a deemed price of \$0.21 per share as payment of \$34,000 invoice to the Company for a three-month period;
- *Hybrid Financial* — Investor relations and marketing activities – Total cash consideration of \$75,000 for a six-month period; and
- *Market One Media Group* — Corporate communications, marketing and investor relations services — Total cash consideration of \$150,000 represents ongoing arrangement established and paid for in 2020.

In each case, the Company and counterparty maintain an arm's-length relationship, and none of the noted entities has any interest, directly or indirectly, in the securities of the Company other than as set forth above.

“We are being disciplined and committed to our core abilities as a company. Fiore cultivates premium organic cannabis products in its Nevada operations and sells cannabis directly to customers from its California retail operations. We expect to focus on these specific U.S. markets and look to vertically integrate activities in those states. When we changed our company name last fall to Fiore Cannabis, we did so knowing it would be a part of our turnaround story and we continue on that path. We’re generating recognition for our top-quality products, partnering strategically with companies that will amplify our capabilities, and delivering significant value to our shareholders,” said Erik Anderson, President and CEO of Fiore Cannabis.

### About Fiore Cannabis

Fiore Cannabis Ltd. (CSE:FIOR) (OTCQX:FIORF) is a publicly traded company that has been investing in the development of medical and recreational cannabis products since 2014. Fiore has expanded its operating portfolio to include cultivation, production and retail offerings in our key North American legal jurisdictions of Nevada and California. For more information, please visit [www.fiorecannabis.com](http://www.fiorecannabis.com).

### For Further Information:

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