



For Immediate Release

News Release

September 17, 2021

**BC CRAFT SUPPLY CO. ANNOUNCES APPOINTMENT OF ANTHONY LAUD
AS CHIEF FINANCIAL OFFICER**

Vancouver, B.C. – BC Craft Supply Co. Ltd., (CSE: CRFT) (“CRFT” or the “Company”), a diversified wellness company advancing cannabinoid and psychedelic innovation and psychotherapy, wishes to announce that it has appointed Anthony Laud as its Chief Financial Officer (“CFO”), effective immediately. Mr. Laud will replace Mr. Matt Watters, whom has acted as interim CFO.

Mr. Laud holds a Bachelor of Science (Accounting & Finance) from Birmingham University UK, ACMA from the UK Institute of Chartered Management Accountants (reciprocal agreement with CPA). He has 15+ years’ experience in financial and strategic leadership roles. Currently, Mr. Laud is the principal of AJLaud Financial Consulting Ltd. through which he advises numerous cannabis licensed producers and processors. Mr. Laud spent a number of years at Ernst & Young LLP in the UK before moving into financial leadership roles in the Canadian telecom market.

Mr. Laud is a financial executive, consultant, and strategist to private and public companies in cannabis, telecom and technology industries in both Canada and the United States. In prior roles, Mr. Laud has successfully led acquisitions, mergers, licensing deals and fundraising initiatives in the cannabis industry. As CFO for CRFT, Anthony will initially be focused on fund-raising initiatives and work to build enhanced capabilities, focusing on elevating the profile of Canadian craft cannabis and early-stage psilocybin.

Matthew Watters, CEO of CRFT stated, “We are thrilled to welcome Anthony to the BC Craft team as CFO. Anthony is a seasoned executive that brings a wealth of experience and knowledge in the craft cannabis market.”

About BC Craft Supply Co. Ltd.

BC Craft Supply Co. Ltd. is a diversified wellness company advancing cannabinoid and psychedelic innovation and psychotherapy. The Company offers a reimagined vision for craft markets through collaboration, expertise, and adaptation. Its operations include:

- **CRFT** a curator and aggregator of craft cannabis, providing advocacy and access for premium small-batch growers to Canada’s cannabis market;
- **Medcann Health Products** - a cultivation and processing facility in Chemainus BC;
- **Feelwell Brands**, a successful cannabinoid brand house licensed in the state of California; and
- **AVA Pathways** a pre-clinical biotech company focused on neuroplasticity and mental health applications using psilocybin and compounds derived from mushrooms.

BC Craft works with local artists cross-sector and remains fervently committed to keeping the art, technique, and purity of their pursuit.

Follow [@BC Craft](#) on Twitter for the latest updates.



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This news release contains "forward-looking information" and "forward-looking statements" (collectively, "forward-looking statements") within the meaning of the applicable Canadian securities legislation. All statements, other than statements of historical fact, are forward-looking statements and are based on expectations, estimates and projections as at the date of this news release. Any statement that involves discussions with respect to predictions, expectations, beliefs, plans, projections, objectives, assumptions, future events or performance (often but not always using phrases such as "expects", or "does not expect", "is expected", "anticipates" or "does not anticipate", "plans", "budget", "scheduled", "forecasts", "estimates", "believes" or "intends" or variations of such words and phrases or stating that certain actions, events or results "may" or "could", "would", "might" or "will" be taken to occur or be achieved) are not statements of historical fact and may be forward-looking statements. In this news release, forward-looking statements include, but are not limited to, the anticipated closing the Private Placement.

Forward-looking statements are necessarily based upon a number of estimates 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 factors include, but are not limited to general business, economic, competitive, political, and social uncertainties. There can be no assurance that forward-looking statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. Accordingly, readers should not place undue reliance on the forward-looking statements and information contained in this news release. Except as required by law, CRFT assumes no obligation to update the forward-looking statements of beliefs, opinions, projections, or other factors, should they change, except as required by law.

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