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MANIFESTSEVEN ANNOUNCES GRANT OF OPTIONS AND RESTRICTED SHARE UNITS

IRVINE, Calif. – April 20, 2021 – ManifestSeven Holdings Corporation (formerly P&P Ventures Inc.) (CSE: MSVN; OTCMKTS: MNFSF) ("**M7**" or the "**Company**"), California's first integrated omnichannel platform for legal cannabis, announces grants of stock options ("**Options**") and restricted share units (the "**RSUs**").

Pursuant to the terms of the Company's stock option plan, 6,898,009 Options were granted to certain officers and employees of the Company and shall vest on May 31, 2021, and are exercisable into Class A subordinate voting shares (the "**Shares**") at $0.38 per Share until April 20, 2026.

In addition, the Company is pleased to announce the implementation of a rolling restricted share unit plan (the "**RSU Plan**"). In order to further align the interests of the Company's senior executives, key employees, directors, and consultants to those of the shareholders of the Company, the Board of Directors have approved the implementation of the RSU Plan. Under the RSU Plan, eligible persons may (at the discretion of the Board) be allocated a number of restricted share units (the "**RSUs**") as the Board deems appropriate, with vesting provisions also to be determined by the Board. Pursuant to the RSU Plan, the maximum number of RSUs that may be granted is 10% of the Company's issued and outstanding Shares (including upon the conversion of the then outstanding Class B subordinate non-voting shares and Class C proportionate Voting shares) as of the time of grant.

Pursuant to the terms of the RSU Plan, 14,418,756 RSUs were granted to certain officers and employees of the Company and shall vest in three tranches on May 31, 2021, October 20, 2021, and April 20, 2022, unless otherwise varied pursuant to the terms of the Plan.

The RSUs, Options, and any underlying Shares will be subject to a four-month and one day hold period pursuant to the policies of the Canadian Securities Exchange.

ABOUT MANIFESTSEVEN:

ManifestSeven Holdings Corporation (CSE: MSVN; OTCMKTS: MNFSF) ("**M7**" or the "**Company**") disrupts the California cannabis landscape by seamlessly integrating proprietary distribution, retail, and delivery operations into a unified statewide platform that supports compliant and efficient commerce, both for cannabis enterprises and consumers. M7 offers local on-demand delivery through a growing portfolio of delivery hubs and storefront dispensaries in the state's major metropolitan markets through its direct-to-consumer division, Weden. Through its business-to-business division, Highlanders Distribution, the Company provides a comprehensive suite of commercial and compliant services to licensed cannabis cultivators, manufacturers, distributors, and retailers operating throughout California. M7's 1-800-CANNABIS portal ties the Company's integrated cannabis operations together with a centralized gateway through which businesses and consumers can access M7's comprehensive suite of products and solutions. M7 is a publicly listed company on the Canadian Securities Exchange ("**CSE**") trading under the ticker symbol "MSVN". Additional information is available under the Company's SEDAR profile at www.sedar.com.

For the latest news, activities, and media coverage, please visit www.manifest7.com. To receive Company updates and be added to the email distribution list, please sign up here, or connect with us on LinkedIn, Twitter, YouTube, or Telegram.

CAUTIONARY NOTE REGARDING FORWARD-LOOKING INFORMATION AND STATEMENTS:

This press release contains "forward-looking information" within the meaning of applicable Canadian securities

legislation. Such forward-looking information and forward-looking statements are not representative of historical facts or information or current condition, but instead represent only the Company's beliefs and assumptions regarding future events, plans or objectives, many of which, by their nature, are inherently uncertain and outside of the Company's control. This forward-looking information is based on certain assumptions made by management and other factors used by management in developing such information. Although the Company believes that the assumptions and factors used in preparing, and the expectations contained in, the forward-looking information and statements are reasonable, undue reliance should not be placed on such information and statements, and no assurance or guarantee can be given that such forward-looking information and statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such information and statements. Factors that could cause the actual results to differ materially from those in forward-looking statements include regulatory actions, market prices, and continued availability of capital and financing, and general economic, market or business conditions. The forward-looking information and forward-looking statements contained in this press release are made as of the date of this press release, and the Company does not undertake to update any forward-looking information and/or forward-looking statements that are contained or referenced herein, except in accordance with applicable securities laws. All subsequent written and oral forward-looking information and statements attributable to the Company or persons acting on its behalf are expressly qualified in its entirety by this notice.

The securities of the Company referred to in this press release have not been and will not be registered under the United States Securities Act of 1933, as amended (the "U.S. Securities Act"), or any state securities laws. Accordingly, the securities of the Company may not be offered or sold within the United States unless registered under the U.S. Securities Act and applicable state securities laws or pursuant to an exemption from the registration requirements of the U.S. Securities Act and applicable state securities laws. This press release does not constitute an offer to sell or a solicitation of any offer to buy any securities of the Company in any jurisdiction in which such offer, solicitation or sale would be unlawful.

No stock exchange, securities commission or other regulatory authority has approved or disapproved the information contained herein. Neither the CSE nor its Market Regulator (as that term is defined in the policies of the CSE) accepts responsibility for the adequacy or accuracy of this release.

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