



## ***BELEAVE STRENGTHENS ADVISORY BOARD WITH ADDITION OF ANDREW STEANE***

**Toronto, ON – May 3rd, 2016 - Beleave Inc.** (CSE: BE) (“Beleave” or the “Company”) is pleased to announce that Andrew Steane will be added to the company’s Advisory Board.

With over 20 years in the software industry, Mr. Steane brings extensive experience leveraging sales channels to enter new markets, increase profitability and meet revenue goals for both start-up companies and global organizations including Microsoft, AOL, and SAP. Mr. Steane has consistently demonstrated an ability to identify opportunities for organizational improvement and delivered execution plans to meet that opportunity on both a local and global scale.

In his current capacity as Global Director of Sales Operations, Mr. Steane manages strategic transformation projects designed to drive simplification, scale and improved effectiveness for SAP’s small and medium enterprise sales organization across cross-functional teams including sales, operations, partner recruitment, legal, and HR.

In addition, Mr. Steane leads a data and development team responsible for establishing global SME and partner health metrics within this €1.5B multi-channel software business. He has developed a three year business insights and analytics roadmap in order to drive strategic growth opportunities. Mr. Steane will use his expertise to help the company achieve its accelerated growth goals by advising them in the areas of software infrastructure, business analytics and partnerships.

While at AOL, Mr Steane initiated the global adoption of Salesforce and exceeded sales channel revenue targets, growing the business 500% year over year. At Microsoft, he helped grow partner companies from \$30M in sales across 175 employees to over \$350M in sales with more than 1,500 employees.

“We are pleased to welcome Mr. Steane to our advisory board and look forward to his contributions to grow our company,” said Beleave CEO Roger Ferreira. “Beyond his information technology knowledge, Mr. Steane’s multi-disciplinary business experience will help us navigate this new breakthrough industry.”

Mr. Steane holds an Honours B.A. in English with a Minor in Psychology from York University.



## **About Beleave**

Beleave Inc. is a biotech company committed to becoming a licensed producer under the *Marihuana for Medical Purposes Regulations* (the "**MMPR**"). Beleave's wholly owned subsidiary First Access Medical Inc. ("**FAM**") has applied for a licence to cultivate and sell medical marihuana pursuant to the MMPR. As of the date hereof, FAM has successfully advanced past the security clearance stage and is currently in the review stage of the licensing process. Beleave's purpose built facility is located near Hamilton, Ontario.

## ***Forward-Looking Statements***

This news release contains forward-looking statements. The use of any of the words "anticipate", "continue", "estimate", "expect", "may", "will", "project", "should", "believe" and similar expressions are intended to identify forward-looking statements. Although the Corporation believes that the expectations and assumptions on which the forward-looking statements are based are reasonable, undue reliance should not be placed on the forward-looking statements because the Corporation can give no assurance that they will prove to be correct. This news release includes forward-looking statements with respect to the completion of the MMPR licensing process and the start of production. Since forward-looking statements address future events and conditions, by their very nature they involve inherent risks and uncertainties. These statements speak only as of the date of this news release. Actual results could differ materially from those currently anticipated due to a number of factors and risks including various risk factors discussed in the Corporation's disclosure documents, which can be found under the Corporation's profile on [www.sedar.com](http://www.sedar.com).

## **CONTACT INFORMATION**

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