



**CODEBASE**  
VENTURES INC.

*For Immediate Release*

## **CODEBASE VENTURES INC. UPDATES ITS WORLD HIGH LIFE INVESTMENT AS LOVE HEMP ONLINE SALES INCREASE 107% IN MAY COMPARED TO JANUARY 2020**

**VANCOUVER, BC, CANADA (June 12th, 2020) – Codebase Ventures Inc.** ("Codebase" or the "Company") (CSE: CODE - FSE: C5B – OTCQB: BKLLF) an investment company, is providing an update on its investment in World High Life Plc (**AQSE: LIFE**) (**OTCQB: WRHLF**).

World High Life's wholly owned subsidiary, Love Hemp Ltd (Love Hemp), has achieved a continued growth in online sales during Covid-19, with its May online sales having achieved a 107% increase over January's online sales. World High Life PLC did not release the effect this increase in top line sales had on net income.

During COVID-19, the Love Hemp management team has been highly responsive to customer needs and the rapidly changing business environment due to COVID-19. The effort to build greater awareness and capacity online to drive sales has resulted in continued sales increases throughout the period.

### **Love Hemp Highlights**

- 107% increase in online sales May 2020 over January 2020
- Strong sales growth reflects continued brand appeal and ongoing product innovation
- It highlights the success of the brand strategy, with Love Hemp focused on building an accessible and supportive brand that is destigmatising usage whilst demystifying CBD in the UK by educating consumers

During this challenging period, Love Hemp has deployed a marketing strategy to drive sales through its e-commerce platform, which has resulted in the rapid growth of its online presence. Anticipating that as the wider variety of retail sales channels re-emerge as COVID-19 measures loosen, the brand will be able to serve and engage with customers in new and innovative ways, predicated on building trust and loyalty with the Love Hemp brand and its products.

## **About Codebase Ventures Inc.**

Codebase Ventures Inc. is an investment company, led by technology and business experts who invest early in great ideas in sectors that have significant upside, including the cannabis sector. We operate from the understanding that technology is always evolving, bringing early opportunities for strategic investments that can deliver the exponential returns to our shareholders. We seek out and empower the innovators who are building tomorrow's standards with platforms, protocols and innovations - not just products. We invest early, support those founders, take their ideas to market, and work tirelessly to help them realize their vision.

For further information, please contact:

George Tsafalas - Ivy Lu

Investor Relations

Telephone: Toll-Free (877) 806-CODE (2633) or 1 (778) 806-5150

E-mail: [IR@codebase.ventures](mailto:IR@codebase.ventures)

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