



## **Kevin Keagan Joins Beleave as Chief Communications Officer**

**Toronto, Ontario** — October 24, 2018 – Beleave Inc. (CSE: BE) (OTCQX: BLEVF) (“**Beleave**” or the “**Company**”) is pleased to announce that Kevin Keagan has joined the Company as Chief Communications Officer, and a member of the Executive Team.

Mr. Keagan brings his extensive experience, with over 25 years in capital markets, working within the financial services industry to provide oversight to the operation, expansion, and direction of Beleave’s communications and capital markets initiatives. As the Company prepares for exciting announcements in the next year, Mr. Keagan will provide valuable strategic guidance to support the Company’s growth and development in the burgeoning cannabis industry.

Having spent over 13 years as Head of Equity Trading at two of the largest asset managers in Canada, Mr. Keagan offers a unique insight to the inner workings of not only the investment decision-making process, but he also developed a close working relationship with broker dealers and investment managers on a global scale. Mr. Keagan was a member of the International Trader Forum advisory committee, and was a board member of both the Canadian Securities Trader Association and Institutional Equity Trader Association. He holds the CIM designation.

“We are thrilled to have Kevin join our team,” said Andrew Wnek, Beleave CEO. “He shares our focus on innovation and market intelligence and has demonstrated remarkable leadership abilities throughout his career.”

“I am excited to be joining Beleave at this time of great change and opportunity in the cannabis space,” said Keagan. “I am looking forward to working with the team to further enrich the understanding of our partners, customers, and stakeholders. Beleave is on the cusp of massively expanding its footprint in the cannabis space and I am delighted to be a part of this unfolding success story.”

### **ABOUT BELEAVE INC.**

Beleave is a vertically-integrated Canadian cannabis company headquartered in Oakville, Ontario, that operates streamlined facilities throughout Canada to cultivate high-quality cannabis flower, oil, and extracts with funded capacity in excess of 150,000 kg per year.

Fully-licensed to cultivate and sell medical and recreational cannabis, Beleave is leading the way through research partnerships with universities to bridge the gap between science and tradition and to develop pharma-grade extracts and derivatives. Beleave is currently developing new product lines for October 2019 as the recreational market is expected to allow for food and beverage-based cannabis products.

Beleave is growing its storefront and online sales presence rapidly through its wholly-owned subsidiaries, Beleave Cannabis Corp. and Seven Oaks, which are licensed for medicinal and recreational sales respectively. The

company's first retail location is opening this fall in Llyodminster, Saskatchewan. Beleave has also developed a network of medical cannabis clinics in Ontario and Quebec under the Medi-Green banner.

Through its majority ownership of Procannmed S.A.S., Beleave has access to 27 hectares of outdoor grow space and is fully licensed to cultivate, produce, extract and distribute medical cannabis in Colombia to capitalize on exports and the expanding Latin American market.

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***Forward-Looking Statements***

*This news release contains "forward-looking information" within the meaning of applicable securities law ("forward-looking statements"). The use of any of the words "plan", "anticipate", "continue", "estimate", "expect", "may", "will", "project", "should", "believe" and other similar words, or statements that certain events or conditions "may" or "will" occur are intended to identify forward-looking information. These statements are only predictions. Although the Company believes that the expectations and assumptions on which the forward-looking information is based are reasonable, undue reliance should not be placed on the forward-looking information because the Company can give no assurance that they will prove to be correct. Since forward-looking information addresses future events and conditions, by its very nature it involves inherent risks and uncertainties. This information 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 Company's disclosure documents, which can be found under the Company's profile on [www.sedar.com](http://www.sedar.com).*