

Xanthic Biopharma Inc. (d.b.a. Green Growth Brands) Announces Name Change to Green Growth Brands Inc.

Aligning name with Company strategy and product offering

COLUMBUS, OH January 2, 2019 – Xanthic Biopharma, Inc. (CSE: GGB) (OTCQB: GGBXF) (GGB or the Company) announced today that it is changing its corporate name to Green Growth Brands Inc. The Company had been operating under the trade name “Green Growth Brands” since the November 9, 2018 closing of its reverse take-over of the existing Xanthic entity. The formal name change represents the next step toward GGB’s goal of becoming the premier cannabis and CBD-infused personal-care product retailer in North America.

Peter Horvath, CEO of GGB, stated, “Less than two months after our RTO with Xanthic Biopharma, we are excited to be officially changing our name. ‘Green Growth Brands’ is reflective of the core of our business, creating exceptional experiences for consumers through our emotionally driven brands.”

The new name is effective immediately and will be implemented across the Company. The common shares of the Company will continue to trade on the Canadian Securities Exchange under the stock symbol “GGB” and on the OTCQB under the stock symbol “GGBXF”. The new CUSIP number of the Company’s common shares will be 39305B105 and the new ISIN number will be CA39305B1058.

About Green Growth Brands

Green Growth brands expects to dominate the cannabis and CBD market with a portfolio of emotion-driven brands that people love. Led by Peter Horvath, the GGB team is full of retail and consumer packaged goods experts with decades of experience building successful brands. Join the movement at GreenGrowthBrands.com.

For investor relations inquiries, please contact:

Julia Fulton, Investor & Public Relations
(614) 505-9880
jfulton@greengrowthbrands.com

or

Eric Wright
416-640-2963
ewright@greengrowthbrands.com

or

Peter Horvath
(614) 508-4222

For media enquiries or interviews, please contact:

Wynn Theriault, Thirty Dash Communications
416-710-3370
wynn@thirtydash.ca

Cautionary Statements:

Certain information in this news release constitutes forward-looking statements under applicable securities law. Any statements that are contained in this news release that are not statements of historical fact may be deemed to be forward-looking statements. Forward-looking statements are often identified by terms such as “may”, “should”, “anticipate”, “expect”, “intend”, “forecast” and similar expressions. Forward-looking statements necessarily involve known and unknown risks, including, without limitation, risks associated with general economic conditions; adverse industry events; marketing costs; loss of markets; future legislative and regulatory developments involving medical and recreational marijuana; inability to access sufficient capital from internal and external sources, and/or inability to access sufficient capital on favorable terms; the marijuana industry in the United States, income tax and regulatory matters; the ability of the Company to implement its business strategies; competition; currency and interest rate fluctuations and other risks, including those factors described under the heading “Risks Factors” in the Company’s Annual Information Form dated November 26, 2018 which is available on the Company’s issuer profile on SEDAR.

Readers are cautioned that the foregoing list is not exhaustive. Readers are further cautioned not to place undue reliance on forward-looking statements as there can be no assurance that the plans, intentions or expectations upon which they are placed will occur. Such information, although considered reasonable by management at the time of preparation, may prove to be incorrect and actual results may differ materially from those anticipated. The forward-looking statements contained in this release is made as of the date hereof and the Company is not obligated to update or revise any forward-looking information, whether as a result of new information, future events or otherwise, except as required by applicable securities laws. Forward-looking statements contained in this news release are expressly qualified by this cautionary statement.

This announcement does not constitute an offer, invitation or recommendation to subscribe for or purchase any securities and neither this announcement nor anything contained in it shall form the basis of any contract or commitment. In particular, this announcement does not constitute an offer to sell, or a solicitation of an offer to buy, securities in the United States, or in any other jurisdiction in which such an offer would be illegal.

The securities referred to herein have not been and will not be registered under the Securities Act of 1933, as amended (the “**Securities Act**”), or under the securities laws of any state or other jurisdiction of the United States and may not be offered or sold, directly or indirectly, within the United States, unless the securities have been registered under the Securities Act or an exemption from the registration requirements of the Securities Act is available.