



INDUS HOLDINGS, INC. ANNOUNCES THE ACQUISITION OF LOWELL HERB CO.

*THE COMBINED COMPANY WILL OPERATE UNDER
THE NEW NAME: LOWELL FARMS INC.*

*PENDING EXCHANGE APPROVAL, THE COMPANY WILL CONTINUE TO
TRADE ON THE CSE UNDER THE TICKER "LOWL"*

SALINAS, Calif., February 25, 2021 – Indus Holdings, Inc. ("Indus" or the "Company") (CSE:INDS; OTCQX: INDXF), a leading, vertically-integrated, California-focused cannabis company, announced the acquisition of substantially all of the assets of the Lowell Herb Co. and Lowell Smokes trademark brands, product portfolio, and production assets from The Hacienda Group effective immediately. Lowell Herb Co. is a leading California cannabis brand that manufactures and distributes distinctive and highly regarded premium packaged flower, pre-roll, concentrates, and vape products.

The Transaction is valued at approximately US\$39.0 million and is comprised of a cash payment of US\$4.1 million and the issuance of 22,643,678 Subordinate Voting Shares of the Company (of which 5,000,000 will be held in escrow to secure certain indemnification obligations undertaken by the sellers in the transaction). The share consideration was issued in a private placement transaction and the Company has agreed to register such shares for resale in the United States. Hacienda has agreed to continue to produce Lowell products for an interim period for the account of the Company pending completion of the transfer of certain regulatory assets.

In connection with this acquisition, the Company intends to complete a change in its corporate name to **Lowell Farms Inc.** It is currently anticipated that the Company's Subordinate Voting Shares and Warrants will begin trading on the Canadian Securities Exchange (CSE) effective on March 5, 2021, under the ticker symbols LOWL and LOWL.WT, and that the Subordinate Voting Shares will begin trading on the OTCQX effective on March 5, 2021, under the ticker symbol LOWLF. No action is required to be taken by existing securityholders of the Company with respect to the name change. Outstanding share and warrant certificates are not affected by the name change and do not need to be exchanged.

"The combination of Indus and Lowell will create a leading producer of California cannabis and the next step for the first great American cannabis brand," said Gregory Heyman, founder of Beehouse, Lowell's

largest investor. "The Indus team's commitment to growing excellent cannabis and the communities they serve also realizes Lowell's mission to normalize cannabis in America."

"The cannabis industry is awash in brands competing for our attention, but Lowell has risen to the top of the fray as a brand that simultaneously empowers a movement, welcomes the curious, and greets the reacquainted all with a grace and elegance that other brands can only aspire to," said George Allen, Chairman of the Board for Indus Holdings, Inc. "Every resource under our control will be employed in unlocking Lowell's full potential."

The Company will provide updates to its cultivation expansion plans as well as the operational status of our greenhouse in the upcoming earnings call and release scheduled for March 2, 2021.

About Indus Holdings, Inc

Indus Holdings, Inc. (CSE: INDS; OTCQX: INDXF) is a vertically-integrated cannabis company with advanced production capabilities, including cultivation, extraction, manufacturing, brand sales & marketing, and distribution. Founded in 2014 and based in Salinas, California, Indus offers services supporting every step of the supply chain and an extensive portfolio of award-winning brands, including Cypress Cannabis, House Weed, The Original Pot Co., MOON, Humble Flower, and Kaizen Medicinals. Indus Distribution, a division of Indus Holdings, Inc., is a leading distributor of cannabis products, servicing an extensive portfolio of brands and licensed retailers.

About Lowell Herb Co.

Lowell Herb Co. has elevated the perception of cannabis consumption with its sophisticated packaging and best-selling products. Based in California, Lowell Herb Co.'s ethos is reflected through its instantly recognizable bull logo that pays homage to the fight against cannabis prohibition. For more information, visit <https://lowellfarms.com> and follow on Instagram @lowellfarms.

Investor Relations Contact

Bill Mitoulas

416.479.9547

bill@lowellfarms.com

Media Contact

Renata Follmann

pr@lowellfarms.com

Company Contact

Mark Ainsworth

ir@lowellfarms.com

Forward-Looking Information and Statements and non-IFRS Financial Measures

This news release contains certain "forward-looking information" within the meaning of applicable Canadian securities legislation and may also contain statements that may constitute "forward-looking statements" within the meaning of the safe harbor provisions of the United States Private Securities Litigation Reform Act of 1995. Such forward-looking information and forward-looking statements are not representative of historical facts or information or current condition, but instead represent only Indus' beliefs regarding future events, plans or objectives, many of which, by their nature, are inherently uncertain and outside of Indus' control. Generally, such forward-looking information or forward-looking statements can be identified by the use of forward-looking terminology such as "plans", "expects" or "does not expect", "is expected", "budget", "scheduled", "estimates", "forecasts", "intends", "anticipates" or "does not anticipate", or "believes", or variations of such words and phrases or may contain statements that certain actions, events or results "may", "could", "would", "might" or "will be taken", "will continue", "will occur" or "will be achieved." The forward-looking information and forward-looking statements contained herein may include, but are not limited to, the receipt of the required regulatory approvals for the transfer of the remaining target assets to the Company, the timing for the completion of the name change of the Company and the commencement of trading of the Company's securities under the described ticker symbols, the anticipated benefits of the described acquisition, the ability of the Company to operate the acquired assets as currently contemplated and expanding its operations, the ability of the Company to successfully achieve its business objectives, including as a result of the described acquisition, and expectations for other economic, business, and/or competitive factors. There can be no assurance that such forward-looking information and statements will prove to be accurate, and actual results and future events could differ materially from those anticipated in such forward-looking information and statements. This forward-looking information and statements reflect Indus' current beliefs and are based on information currently available to Indus and on assumptions Indus believes are reasonable.

Forward-looking information is subject to known and unknown risks, uncertainties and other factors that may cause the actual results, level of activity, performance or achievements of Indus to be materially different from those expressed or implied by such forward-looking information. Such risks and other factors may include, but are not limited to: general business, economic, competitive, political and social uncertainties; general capital market conditions and market prices for securities; delay or failure to receive applicable regulatory approvals to effect the acquisition of the remaining target assets, the name change of the Company and associated matters; operating and development costs; competition; changes in legislation or regulations affecting Indus; the timing and availability of external financing on acceptable terms; the available funds of Indus and the anticipated use of such funds; delay or inability to complete an acquisition; favorable production levels and outputs; the stability of pricing of cannabis products; the level of demand for cannabis product; the availability of third-party service providers and other inputs for Indus' operations; lack of qualified, skilled labor or loss of key individuals; and risks and delays resulting from the COVID-19 pandemic. A description of additional assumptions used to develop such forward-looking information and a description of additional risk factors that may cause actual results to differ materially from forward-looking information can be found in Indus' disclosure documents, such as Indus' annual information form filed on the SEDAR website at www.sedar.com. Although Indus has attempted to identify important factors that could cause actual results to differ materially from those contained in forward-looking information, there may be other factors that cause results not to be as anticipated, estimated or intended. Readers are cautioned that the foregoing list of factors is not exhaustive. Readers are further cautioned not to place undue reliance on forward-looking information as there can be no assurance that the plans, intentions or expectations upon which they are placed will occur. Forward-looking information contained in this news release is expressly qualified by this cautionary statement.

The forward-looking information contained in this news release represents the expectations of Indus as of the date of this news release and, accordingly, is subject to change after such date. However, Indus expressly disclaims any intention or obligation to update or revise any forward-looking information, whether as a result of new information, future events or otherwise, except as expressly required by applicable securities law.

Neither the Canadian Securities Exchange nor its Regulation Service Provider has reviewed, or accepts responsibility for the adequacy or accuracy of, the content of this news release.