



## Charlotte's Web Expands Canine-Focused Pet Line

*Twelve SKUs Addressing Demand in Fast-Growing Animal Health CBD Sector*



**BOULDER, COLORADO, May 7, 2019** — (CSE:CWEB, OTCQX:CWBHF) Charlotte's Web Holdings, Inc. ("Charlotte's Web", or the "Company") the market share leader in hemp-derived CBD extract products, is pleased to announce the expansion of its canine-focused pet products, launching an all-new 12 SKU lineup comprised of hemp-extract infused chews, flavored and unflavored oils, and a topical balm. Since introducing its first PAWS™ hemp-extract product for pets in February 2017, interest has exceeded all expectations, producing high demand and sales growth. With today's launch of the expanded pet product line, Charlotte's Web aims to increase its market share in the rapidly growing market segment for hemp-derived CBD pet products. According to market research firm, Brightfield Group, the CBD Pet market is forecast to grow at a Compound Annual Growth Rate (CAGR) of 151% between 2018-2022 to a market size of US\$1.16B.

Charlotte's Web's canine product line can be viewed and purchased online at <https://www.charlottesweb.com/all-charlottes-web-hemp-cbd-supplements/cbd-hemp-extract-for-dogs> and is available for order through the Company's retail distribution partners.

The endocannabinoid system (ECS) is not exclusive to humans. Other mammals can also benefit from Charlotte's Web hemp-extracts with a broad spectrum of naturally occurring cannabinoids including cannabidiol ("CBD"). According to market research firm Packaged Facts in its recent report U.S. Pet Market Outlook, 2019-2020, 85 percent of dog owners agree that "My pet sometimes has anxiety/stress issues."

The new functionally focused chews represent a notable new consumable format from Charlotte's Web and come in three formulations with synergistic functional ingredients to target specific health functions including: Calming,



Hips & Joints and Cognition. The chews are all-natural, grain and soy free, and feature 2.5mg of naturally occurring phytocannabinoids per chew.

Each chew formulation contains the Company's market-leading Charlotte's Web hemp extract and are uniquely enhanced with functional herbs and botanical supplements that work in synergy to further support each targeted health focus.

### **Dog Chews by Charlotte's Web**

#### **CALMING**

Helps with everyday stresses, including travel or separation, to help your dog keep calm and relaxed. Enhanced with Valerian Root, Passionflower Extract and Chamomile.

#### **HIPS & JOINTS**

Promotes healthy hips and joints, eases stiffness due to normal daily activity and ageing. Enhanced with Glucosamine, Turmeric and Chondroitin.

#### **COGNITION**

Naturally supports brain health. Enhanced with Elderberry Powder, DHA, EPA and Vitamin- E.

All three chew formulations are produced using a new chicken flavor created for the Charlotte's Web canine products line. The new chicken flavor has also been added to the easily digestible and healthy oil products, which now come with an improved pump delivery system making administering oil to pets easier.

Charlotte's Web's new hemp-infused balm can be massaged into a pet's skin for help with stiff joints, tender paws or sensitive skin. The hemp-infused balm features supporting botanical ingredients for topical pet health.

"So many of our customers share amazing stories about the noticeable improvements in their dog's lives when incorporating our hemp-extract into their diets," stated Kelsey Morrison, Associate Director of Product Development at Charlotte's Web. "We applied a thoughtful scientific approach to animal health, expanding from our single oil extract offering to twelve SKUs enhanced with additional botanicals to support your dog's mind, body and soul. This new pet line aims to improve the lives of those who help us improve ours. Because they're not just pets, they're family."

Developed by the Company's animal food sciences team, the entire Charlotte's Web pet line is approved by the National Animal Supplement Council ("NASC") for compliance with animal food and product safety. Charlotte's Web is one of only a few hemp companies to be compliant with NASC. NASC is at the forefront of the push to safely regulate the pet market for animal supplements, offering a quality seal audit program and keeping in close contact with the FDA.

"We all want to see our four-legged friends healthy, happy and safe," said Hess Moallem, President and Chief Executive Officer of Charlotte's Web. "As a proud member of the NASC we strictly adhere to all NASC regulatory



guidelines, and each of the pet products we sell go through the NASC approval process. Working closely with the NASC provides pet owners and retailers with assurance that Charlotte's Web pet products are compliant and safe. And, like all our products, over 20 tests are applied throughout the production process. This is only one of the many reasons Charlotte's Web is known as The World's Most Trusted Hemp Extract."

### **About Charlotte's Web Holdings, Inc.**

Charlotte's Web Holdings, Inc. is the market leader in the production and distribution of innovative hemp-derived cannabidiol ("CBD") wellness products. Founded by the Stanley Brothers, the Company's premium quality products start with proprietary hemp genetics that are responsibly manufactured into hemp-derived CBD extracts naturally containing a broad spectrum of phytocannabinoids, including CBD, terpenes, flavonoids and other beneficial hemp compounds. Industrial hemp products are non-intoxicating. Charlotte's Web product categories include CBD Oil tinctures (liquid products), CBD capsules, CBD topicals, as well as CBD pet products. Charlotte's Web hemp-derived CBD extracts are sold through select distributors, brick and mortar retailers, and online through the Company's website at [www.CharlottesWeb.com](http://www.CharlottesWeb.com). The rate the Company pays for agricultural products reflects a fair and sustainable rate driving higher quality yield, encouraging good farming practices, and supporting U.S. farming communities.

Charlotte's Web is a socially conscious company and is committed to using business as a force for good and a catalyst for innovation. The Company weighs sound business decisions with consideration for how its efforts affect its employees, customers, the environment, and the communities where its employees live and where it does business, while maximizing profits and strengthening its brands. The Company's management believes that socially oriented actions have a positive impact on the Company, its employees and its shareholders. Charlotte's Web donates a portion of its pre-tax earnings to charitable organizations.

Shares of Charlotte's Web trade on the Canadian Securities Exchange under the symbol "CWEB" and in the United States on the OTCQX under the symbol "CWBHF". As at March 31, 2019 Charlotte's Web has 25,375,294 Common Shares outstanding and 169,696.18 Proportionate Voting Shares convertible at 400:1, for an effective equivalent of 93,253,766 Common Shares outstanding.

### **Forward-Looking Information**

*Certain information in this news release constitutes forward-looking information. In some cases, but not necessarily in all cases, forward-looking information can be identified by the use of forward-looking terminology such as "plans", "targets", "expects" or "does not expect", "is expected", "an opportunity exists", "is positioned", "estimates", "intends", "assumes", "anticipates" or "does not anticipate" or "believes", or variations of such words and phrases or state that certain actions, events or results "may", "could", "would", "might", "will" or "will be taken", "occur" or "be achieved". In addition, any statements that refer to expectations, projections or other characterizations of future events or circumstances contain forward-looking information. Statements containing forward-looking information are not historical facts but instead represent management's expectations, estimates and projections regarding future events.*

*Forward-looking information is necessarily based on a number of opinions, assumptions and estimates that, while considered reasonable by the Company as of the date of this news release, are subject to known and unknown risks, uncertainties, assumptions and other factors that may cause the actual results, level of activity, performance or achievements to be materially different from those expressed or implied by such forward-looking information, including but not limited to the factors described in greater detail in the public documents of the Company available at [www.sedar.com](http://www.sedar.com). These factors are not intended to represent a complete list of the factors that could affect the Company; however, these factors should be considered carefully. There can be no assurance that such estimates and assumptions will prove*



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**For further information subscribe to Charlotte's Web news, or contact:**

**Sales:**

Melanie Wass  
National Account Manager  
720-577-4869  
[Melanie.wass@charlottesweb.com](mailto:Melanie.wass@charlottesweb.com)

**Pet Sciences:**

Kelsey Morrison  
Associate Director of Product Development  
(720) 759-5408  
[kelsey.morrison@charlottesweb.com](mailto:kelsey.morrison@charlottesweb.com)

**Media:**

Adam Schiff  
CultureSpeed Communications  
(917) 701-7800  
[adam@culturespeed.com](mailto:adam@culturespeed.com)

**Investors:**

Cory Pala  
Investor Relations  
(416) 594-3849  
[InvestorRelations@charlottesweb.com](mailto:InvestorRelations@charlottesweb.com)