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**INTERNATIONAL CANNABRANDS ANNOUNCES FIRST CLOSING OF BROKERED  
FINANCING CO-LED BY GRAVITAS SECURITIES AND CANACCORD GENUITY**

**Calgary, Alberta, December 7, 2018** — International Cannabrands Inc. (CSE:JUJU) (the “**Company**”) is pleased to announce that it has closed the first tranche of its previously announced brokered private placement pursuant to an engagement letter with Gravitas Securities Inc. and Canaccord Genuity Corp. (collectively, the “**Agents**”).

The Company sold 7,520,000 units (each, a “**Unit**”) at a price of \$0.10 per share. Each Unit consisted of one (1) common share and one (1) warrant. Each Warrant entitles the holder to purchase one additional Common Share at a price of \$0.15 per share for a period of 36 months.

Steve Gormley commented: “We are very pleased with this first close based on how tough the markets have been of late. We continue to have the support of the sellers of La Vida Verde and are committed to completion of that acquisition and advancing our business plans.”

The Agents will be paid a cash commission equal to 7% of the gross proceeds of the Offering and will also receive warrants to purchase such number of common shares as is equal to 7% of the Units sold under the Offering (the “**Broker Warrants**”). The Broker Warrants will be exercisable for a period of 36 months following closing of the Offering at an exercise price of \$0.10 per share.

All of the securities issued under the private placement are subject to a hold period expiring four months and one day from the date hereof.

**About International Cannabrands (ICI)**

The Company’s business model is to generate revenue from cannabis cultivation, brands ranging from flower to edibles and from THC to CBD, oil extraction, ancillary products and apparel in the United States. ICI markets products with THC content where that practice has been legalized at the state level through either medicinal or full recreational use. ICI also markets products containing CBD in the US and internationally. ICI’s strategy centers on acquiring micro brands, distribution and specific manufacturing/cultivation companies in the cannabis space. ICI has acquired the exclusive rights to Julian Marley’s JuJu Royal™ brand. The Company believes as

the legal cannabis market evolves, high-quality, unique products will increasingly capture market share and provide a valuable platform for growth.

### **About JuJu Royal**

Julian Marley conveys his message of legalization, freedom, and love through the JuJu Royal brand, a line of naturally produced medicinal herbs. Our vision is to realize the opportunity to become one of the largest brands in the Marijuana industry. The synergy between the Rastafarian culture, music, natural products and an “Irie” experience is a powerful foundation for our business. JuJu’s strategy is to develop and grow a complete cannabis line based on an international appeal to a millennial lifestyle seeking a luxurious and premium experience. JuJu will capitalize on the unparalleled opportunity to position itself with unique, innovative, high quality brands that meet and exceed our customer’s expectations. More information about the brand and various products can be obtained at [www.jujuroyal.net](http://www.jujuroyal.net).

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*This news release does not constitute an offer to sell or a solicitation of an offer to buy any of the securities of International Cannabrands Inc. in the United States, nor shall there be any sale of the securities in any jurisdiction in which such offer, solicitation or sale would be unlawful. The securities offered have not been and will not be registered under the United States Securities Act of 1933, as amended, or any U.S. state securities laws and may not be offered or sold within the United States or to, or for the account or benefit of, U.S. Persons unless registered under the United States Securities Act of 1933, as amended, and applicable state securities laws or unless an exemption from such registration is available.*

### **Disclaimer concerning Forward-looking Statements**

Certain statements included herein constitute "forward-looking statements" within the meaning of applicable securities laws. Such forward-looking statements include, without limitation, the completion of the acquisition by the Company of La Vida Verde Inc. and regulatory approval of

the Offering. Forward-looking statements are necessarily based upon a number of estimates and assumptions that, while considered reasonable by management at this time, are inherently subject to significant business, economic and competitive uncertainties and contingencies. Investors are cautioned not to put undue reliance on forward-looking statements. Additional risks and uncertainties regarding the Company are described in its publicly-available disclosure documents filed by the Company on SEDAR ([www.sedar.com](http://www.sedar.com)). The forward-looking statements contained in this news release represent the Company's expectations as of the date of this news release, or as of the date they are otherwise stated to be made, and subsequent events may cause these expectations to change. Except as required by law, the Company does not intend, and undertakes no obligation, to update any forward-looking statements to reflect, in particular, new information or future events.