

ASX RELEASE

22 January 2019

Fire & Flower achieves CAD\$10m sales milestone

MMJ Group Holdings Limited (ASX: MMJ) ("MMJ") is pleased to attach a copy of a news release by Fire & Flower Inc ("Fire & Flower") confirming that it has achieved a milestone of CAD\$10m in sales since opening for business on 17 October 2018.

MMJ's investment in Fire & Flower currently represents approximately 4% of the market value of MMJ's investment portfolio.

Investor and Media Enquiries

Jason Conroy
Chief Executive Officer

About MMJ

MMJ Group Holdings Limited (ABN 91 601 236 417) is a global cannabis investment company. MMJ owns a portfolio of minority investments and aims to invest across the full range of emerging cannabis-related sectors including healthcare, technology, infrastructure, logistics, processing, cultivation, equipment and retail. For MMJ's latest investor presentation and news, please visit: <https://www.mmjgh.com.au/investors/>

Important Notice

This announcement contains reference to certain intentions, expectations, future plans, strategy and prospects of MMJ. Those intentions, expectations, future plans, strategy and prospects may or may not be achieved. They are based on certain assumptions, which may not be met or on which views may differ and may be affected by known and unknown risks. The performance and operations of MMJ may be influenced by a number of factors, many of which are outside the control of MMJ. No representation or warranty, express or implied, is made by MMJ, or any of its directors, officers, employees, advisers or agents that any intentions, expectations or plans will be achieved either totally or partially or that any particular rate of return will be achieved. Given the risks and uncertainties that may cause MMJ's actual future results, performance or achievements to be materially different from those expected, planned or intended, recipients should not place undue reliance on these intentions, expectations, future plans, strategy and prospects. MMJ does not warrant or represent that the actual results, performance or achievements will be as expected, planned or intended. Nothing in this material should be construed as either an offer to sell or a solicitation of an offer to buy or sell securities. It does not include all available information and should not be used in isolation as a basis to invest in MMJ. This document does not constitute any part of any offer to sell, or the solicitation of an offer to buy, any securities in the United States or to, or for the account or benefit of any "US person" as defined in Regulation S under the US Securities Act of 1993 ("Securities Act"). MMJ's shares have not been, and will not be, registered under the Securities Act or the securities laws of any state or other jurisdiction of the United States, and may not be offered or sold in the United States or to any US person without being so registered or pursuant to an exemption from registration including an exemption for qualified institutional buyers.



News Release

Jan 21, 2019

Fire & Flower Achieves C\$10 Million Sales Milestone

Edmonton, Alberta (January 21, 2019) – Fire & Flower Inc. (“Fire & Flower” or the “Company”), an independent cannabis retailer, has achieved a milestone of \$10 million in sales since opening on October 17th, 2018, the date adult-use recreational cannabis became legal in Canada. Fire & Flower opened with five shops on legalization day and has now grown the retail network to nine shops across the provinces of Alberta and Saskatchewan.

“This significant sales milestone demonstrates a strong and growing consumer demand for recreational cannabis and delivers on Fire & Flower’s commitment to capture significant market share in the retail cannabis category,” shared Trevor Fencott, Chief Executive Officer. “Our experienced retail operations team strives to deliver a best-in-class customer experience through a brand that is trusted by consumers in the communities we call home.”

Fire & Flower looks forward to bringing its education-focused retail experience across Canada as new markets emerge, while maintaining a consistently excellent customer experience in shops that are already open. Fencott says that Fire & Flower is excited for what the future holds and the company is intent on continuing its journey of being Canada’s leading cannabis retailer.

About Fire & Flower

Founded by experienced legal cannabis entrepreneurs, Fire & Flower is a leading independent adult-use cannabis retailer poised to capture significant market share in Canadian provinces and territories that allow for the private retail of adult-use recreational cannabis. The Company will provide customers with expertly-curated product selection and an education-driven customer experience.

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CAUTIONARY STATEMENT REGARDING FORWARD-LOOKING INFORMATION

This news release contains certain forward-looking statements and forward-looking information (collectively referred to herein as “forward-looking statements”) within the meaning of applicable Canadian securities laws. All statements other than statements of present or historical fact are forward-looking statements. Forward-looking statements are often, but not always, identified by the use of words such as “anticipate”, “achieve”, “could”, “believe”, “plan”, “intend”, “objective”, “continuous”, “ongoing”, “estimate”, “outlook”, “expect”, “may”, “will”, “project”, “should” or similar words, including negatives thereof, suggesting future outcomes. Management of the Company believes the expectations reflected in such forward-looking statements are reasonable as of the date hereof but no assurance can be given that these expectations will prove to be correct and such forward-looking statements should not be unduly relied upon. Various material factors and assumptions are typically applied in drawing conclusions or making the forecasts or projections set out in forward-looking statements. Those material factors and assumptions are based on information currently available to the Company, including data from publicly available governmental sources as well as from market research and industry analysis and on assumptions based on data and knowledge of the retail cannabis industry which the Company believes to be reasonable. However, although generally indicative of relative market positions, market shares and performance characteristics, such data is inherently imprecise. While the Company is not aware of any misstatement regarding any industry or government data presented herein, the retail cannabis industry involves risks and uncertainties and is subject to change based on various factors.

Forward-looking statements are not a guarantee of future performance and are subject to and involve a number of known and unknown risks and uncertainties, many of which are beyond the control of the Company, which may cause the Company’s actual performance and results to differ materially from any projections of future performance or results expressed or implied by such forward-looking statements.

Any forward-looking statements are made as of the date hereof and, except as required by law, the Company assumes no obligation to publicly update or revise such statements to reflect new information, subsequent or otherwise.