



HERITAGE CANNABIS  
Holdings Corp

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NEWS RELEASE

## **Heritage Cannabis Holdings Appoints Umar Syed as President, U.S. & International Medical Products**

**Toronto, ON, October 14, 2020** – [Heritage Cannabis Holdings Corp.](#) (CSE: CANN) (OTCQX: HERTF) (“Heritage” or the “Company”), is pleased to announce that Umar Syed has been appointed President, U.S. & International medical products for Heritage.

Mr. Syed was the CEO of Opticann Inc., a company acquired by Heritage in early October 2020. Previously, he was Senior Vice President of Corporate Development at MedReleaf Corp., a Canadian medical cannabis company that was acquired by Aurora Cannabis Inc. for \$3.2 billion in 2018. Mr. Syed has over 20 years of leadership experience in both the pharmaceutical and medical cannabis industries including international corporate strategy for Pharmascience (Canada). Umar was part of the founding management team of the first medical cannabis product development company in Canada in 2004, Cynapsus Therapeutics (formerly named Cannasat Therapeutics). Cynapsus Therapeutics innovated filmstrip drug delivery technology for Parkinsons’ Disease and the company was sold to Sunovion Pharmaceuticals of Japan for \$842 M in 2016.

“Umar is well-positioned to drive the advancement of our U.S. mass market presence and increase our participation in the rapidly growing multi-billion dollar U.S. and international cannabis and hemp markets”, stated Clint Sharples, CEO of Heritage. “He is an experienced executive with a successful track record in medical businesses, building high performance teams, and with his strong cannabis industry experience he is an important addition to the Heritage team.”

### **About Heritage Cannabis Holdings Corp.**

Heritage Cannabis is a vertically integrated cannabis provider that currently has two Health Canada approved licensed producers, through its subsidiaries Voyage Cannabis Corp. and CannaCure Corp. both regulated under the Cannabis Act Regulations. Working under these two licenses, Heritage has two additional subsidiaries, Purefarma Solutions, which provides extraction services, and a Medical Services Division which is focused on cannabis based medical solutions. In the U.S, Heritage operates under Opticann Inc., a Colorado based oral and topical cannabinoid company with the rights to exclusively sell CBD and CBG products made with the patented VESIorb® drug delivery system for optimized absorption and stability. As the parent company, Heritage is focused on providing the resources for its subsidiaries to advance their products or services to compete both domestically and internationally.

### **ON BEHALF OF THE BOARD OF DIRECTORS OF HERITAGE CANNABIS HOLDINGS CORP.**

*“Clint Sharples”*  
Clint Sharples  
CEO

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