



Suite 518, Level 5
165-167 Phillip Street
Sydney NSW Australia 2000
PO Box H100
Australia Square NSW Australia 1215
T +61 2 8098 0819
F +61 2 8080 8315
www.mmjphytotech.com.au
info@mmjphytotech.com.au
ABN 91 601 236 417

ASX RELEASE

2 October 2018

Fire & Flower receives interim store licences in Alberta

MMJ PhytoTech Limited (ASX: MMJ) ("MMJ") is pleased to note the attached release confirming that Fire & Flower Inc. ("Fire & Flower") has been granted its first interim retail cannabis store licences in Alberta.

MMJ has CAD\$1 million invested in Fire & Flower.

Investor and Media Enquiries

Jason Conroy
Chief Executive Officer
info@mmjphytotech.com.au

About MMJ

MMJ 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.mmjphytotech.com.au/investors/>

FIRE & FLOWER

NEWS RELEASE

OCTOBER 1, 2018

Fire & Flower Receives Its First Interim Licences for Retail Cannabis Shops in Alberta

SHARE



Independent corporate cannabis retailer Fire & Flower Inc. (“**Fire & Flower**” or the “**Company**”) has been granted its first interim cannabis store licences from the Alberta Gaming, Liquor and Cannabis Commission (the “AGLC”). These licences authorize Fire & Flower to purchase and store cannabis products obtained from the AGLC effective immediately, and represents a significant milestone in Fire & Flower’s journey to becoming one of the first adult-use cannabis retailers in Canada commencing October 17, 2018.

“As a leader in regulated cannabis retail, we have been preparing for a long time to welcome guests at our shops and are extremely pleased to be among the first licenced cannabis retailers in Alberta,” said Trevor Fencott, Fire & Flower’s Chief Executive Officer. “AGLC’s decision to grant us an interim licences means we can now bring our socially responsible, education-based approach to cannabis retailing in the province. These licences have also allowed us to place our first product orders with the AGLC for delivery by October 17, 2018.”

Fencott says the Company is looking forward to delivering an exceptional customer experience at its shops, with highly trained cannabis educators in each Fire & Flower location. These “cannistas” will share their knowledge of cannabis and cannabis-related products with customers and provide a responsible retailing environment with a robust proprietary security protocol to ensure the highest standards of safety for communities in which it operates.

Fire & Flower’s responsible retailing includes extensive community engagement, a two-step age verification process to prohibit purchases by minors, programs designed to promote road safety, and the latest technology and innovations to supply expertly-curated Health Canada-regulated products in a bright and modern environment.

About Fire & Flower

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

Fire & Flower is actively developing cannabis retail stores in Alberta and Saskatchewan to commence sales on October 17, 2018, and is pursuing additional opportunities to obtain cannabis retail licenses in Ontario, British Columbia and Manitoba.

Media Relations Contact:

Nathan Mison
Vice President, Government and Stakeholder Relations
nmison@fireandflower.com
Ph: 780-951-1106

CAUTIONARY STATEMENT REGARDING FORWARD-LOOKING INFORMATION

FIRE & FLOWER

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.



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