



International Cannabrands
ADVANCING WELLNESS AROUND THE GLOBE

For Immediate Release

Final Details of Non-brokered Private Placement Announced

CALGARY, AB (January 12, 2018) – International Cannabrands Inc. (CSE: JUJU.A) (the **Company**), further to its press release dated January 8, 2018, the Company has closed its final tranche of its non-brokered private placement. Pursuant to the three tranches, the Company issued an aggregate of 6,993,529 common shares and 3,496,758 warrants in three closings held on December 29, 2017, January 5, 2018 and January 12, 2018, for gross proceeds of \$909,158.77. The common shares and warrants bear a four-month hold period from the closing date, which expire April 30, 2018, May 6, 2017, May 13, 2018, respectively.

For additional information, please refer to the Company's filings on CSE at www.thecse.com.

About International Cannabrands

International Cannabrands acquired the exclusive rights to Julian Marley's JuJu Royal™ brand to educate people about the natural connection between Julian Marley, Rastafarian culture, reggae music, and marijuana. International Cannabrands generates revenue from licensing brands to growers, edible manufacturers, oil extractors, producers of ancillary products and apparel in the United States where cannabis has been legalized at the state level, as well as products containing CBD in the US and internationally. Select JuJu Royal products are available in California, Washington, Colorado and Puerto Rico with CBD-only products available in the U.K., the birthplace of Julian Marley. The Company is looking to expand JuJu Royal into Nevada in the near future. The company was founded in 2014 and is based out of Denver, Colorado. The Company believes as the market becomes saturated with products varying in potency and quality, that the branded products will rise to the top and the Company intends to exploit all opportunities available to realize the full value of the Julian Marley brand and to attract other brands.

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 using the best solventless technology. One percent of proceeds are distributed for the benefit of veterans using cannabis through the Weed for Warriors Project. More information about the brand and various products can be obtained at www.jujuroyal.net. International Cannabrands is continuing to work with Julian Marley to identify and develop future strains of marijuana that meet Julian's exacting standards. The Company is continuing to conduct research and development with certain origin genetics to produce additional signature Julian Marley strains for the JuJu Royal Premium Marijuana collection. The intent is to make these strains available to dispensaries and caregivers on a worldwide basis where it is legal.

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