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## **INTERNATIONAL CANNABIS TO INTEGRATE GLOBAL DISTRIBUTION MANAGEMENT SYSTEM WITH LEADING CANNABIS DISPENSARY POINT OF SALE AND SECURITY PLATFORM**

### **News Release**

**VANCOUVER, British Columbia, March 12, 2019 - ICC International Cannabis Corp. (CSE: WRLD.U)(FWB: 8K51)(OTC: WLDCF) ("ICC" or "International Cannabis" or the "Company")** is pleased to announce the formal integration of its Global Distribution Management System; the International Cannabis Exchange ("Intercannex") into leading cannabis technology and security provider, Helix TCS, Inc. ("Helix") (**OTCQB: HLIX**).

The Companies will integrate Intercannex with Helix's industry-leading point-of-sale ("POS") system, BioTrackTHC. The unified platform will leverage the technological capabilities of Intercannex, a secure Electronic Cannabis Market ("ECM") to enable superior pricing, improved regulatory reporting and reduced costs. BioTrackTHC ranks as the #1 revenue-generating platform within the highly competitive dispensary POS category and has processed US\$18 billion in cannabis sales since inception.

As International Cannabis rapidly advances towards production in nine separate jurisdictions, the company will leverage Intercannex and BioTrackTHC to:

- Manage and scale mission critical supply chain, inventory, auditability and compliance infrastructure;
- Optimize upstream and downstream product pricing capabilities;
- Incorporate advanced cannabis track/trace and security solutions into its existing production facilities;
- Facilitate real-time transactions of wholesale cannabis products between licensed operators in regulated markets;
- Compile actionable industry data resulting in superior data-driven marketing and product decisions;
- Effectively augment existing distribution partnerships, as well as implement dispensary/retail loyalty programs;
- Realize accretive revenues from the high growth ancillary cannabis services market;
- Instantaneously monitor product availability across 16 countries and four continents, enhancing ICC's cannabis procurement capabilities; and,
- Securely record QA lab results and archive strain analysis;

Eugene Beukman, Chief Executive Officer and a Director of International Cannabis, stated: "As the next phase of cannabis normalization emerges, the ancillary cannabis services market is set to experience

exponential growth. Through the integration of the unified Intercannex/BioTrackTHC platform into ICC's expansive distribution channels, the company is well positioned to capture considerable market share; while ensuring compliance through each stage of the cannabis value chain.

With vertically integrated operations countries across four continents, International Cannabis is at the epicentre of global cannabis industry. Intercannex/BioTrackTHC affords us a secure, centralized platform to manage and effectively scale our global cannabis cultivation, production and end-distribution capabilities."

## **INTERNATIONAL CANNABIS EXCHANGE**

In November 2018, International Cannabis announced a strategic partnership with GreenTree International Inc., parent company of the Amercanex International Exchange ("Amercanex"), to deploy Amercanex's ECM across International Cannabis 18 operational jurisdictions, thereby forging Intercannex.

Intercannex affords its members greater control of the cannabis procurement process coupled with improved regulatory reporting capabilities. The platform leverages a comprehensive suite of tools for cultivators, dispensaries, manufacturers and vendors, with the objective of fostering a neutral and fair marketplace for the benefit of all participants.

## **HELIX TCS, INC.**

Helix is a leading provider of ancillary services for the legal cannabis industry, helping owners and operators of licensed cannabis businesses stay competitive and compliant while mitigating risk. Through its proprietary technology suite and security services, Helix provides comprehensive supply chain management, compliance tools, and asset protection for any license type in any regulated cannabis market.

"This new venture will create a greater diversity of our offerings to the cannabis marketplace," stated Zachary L. Venegas, Executive Chairman and CEO of Helix TCS, Inc. "We are truly at the forefront of the cannabis technology revolution."

Helix's products reach over 2,000 customer locations in 33 states and 5 countries and have processed over US\$18 billion in cannabis sales. Through its industry-leading point-of-sale system, BioTrackTHC, Helix ranks as the #1 revenue-generating company within the highly competitive POS category.

In February 2019, Helix announced the acquisition of the Amercanex, further augmenting their critical platform infrastructure.

The newly integrated platform is expected to launch in April of 2019.

## **ABOUT INTERNATIONAL CANNABIS**

ICC International Cannabis, through its subsidiaries, has operating assets and is developing a world-class platform for cultivation, extraction, formulation and distribution across the globe in the United Kingdom, Denmark, Poland, Switzerland, Germany, Macedonia, Bulgaria, Serbia, Croatia, Greece, Italy, Portugal, Malta, Colombia, Argentina, Australia, South Africa and Lesotho.

## ON BEHALF OF THE ICC INTERNATIONAL CANNABIS CORP BOARD OF DIRECTORS

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### **Notice Regarding Forward Looking Information:**

This news release contains certain "forward-looking information" within the meaning of applicable Canadian securities law. Forward-looking information is frequently characterized by words such as "plan", "continue", "expect", "project", "intend", "believe", "anticipate", "estimate", "may", "will", "potential", "proposed" and other similar words, or information that certain events or conditions "may" or "will" occur. This information is only a prediction. Various assumptions were used in drawing the conclusions or making the projections contained in the forward-looking information throughout this news release. Forward-looking information includes, but is not limited to: political changes in Canada and internationally, future legislative and regulatory developments involving cannabis in Canada and internationally, the Company's ability to secure distribution channels in international jurisdictions, competition and other risks affecting the Company in particular and the cannabis industry generally.

The forward-looking information contained in this release is expressly qualified by the foregoing cautionary statements and is made as of the date of this release. Except as may be required by applicable securities laws, the Company does not undertake any obligation to publicly update or revise any forward-looking information to reflect events or circumstances after the date of this release or to reflect the occurrence of unanticipated events, whether as a result of new information, future events or results, or otherwise.