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INTERNATIONAL CANNABIS SIGNS EUROPEAN LICENSING AGREEMENT WITH AUTHENTIC BRANDS GROUP TO DEVELOP A SUITE OF CBD PRODUCTS; DOUBLES POTENTIAL TARGETED POINTS OF DISTRIBUTION

AGREEMENT INCLUDES THE MARILYN MONROE®, ELVIS PRESLEY, GREG NORMAN®, TRETORN®, AÉROPOSTALE® AND FREDERICK'S OF HOLLYWOOD® BRANDS, AVAILABLE COLLECTIVELY IN TENS OF THOUSANDS OF POINTS OF DISTRIBUTION IN EUROPE

News Release

VANCOUVER, British Columbia, March 19, 2019 - ICC International Cannabis Corp. (CSE: WRLD.U)(FWB: 8K51)(OTC: WLDCF) ("ICC" or "International Cannabis" or the "Company") is pleased to announce a licensing agreement with Authentic Brands Group ("ABG"), to market and distribute cannabidiol ("CBD") derived health and wellness products throughout Europe, under the Marilyn Monroe®, Elvis Presley®, Greg Norman®, Tretorn®, Aéropostale® and Frederick's of Hollywood® brands.

ICC will leverage these widely recognized and trusted powerhouse brands that are already prominently featured on thousands of store shelves across Europe. This will enhance ICC's opportunity to capture significant share in the following rapidly growing lifestyle and wellness categories:

- *Active/Outdoor:* Greg Norman®, Marilyn Monroe®, Tretorn®;
- *Beauty and Cosmetics:* Marilyn Monroe®, Elvis Presley®, Frederick's of Hollywood®;
- *Wellness and Supplements:* Greg Norman®, Marilyn Monroe®;
- *Foot Care:* Tretorn®, Greg Norman®;
- *Health and Wellness:* Greg Norman®, Aéropostale®, Tretorn®;
- *Lifestyle:* Elvis Presley®, Aéropostale®, Marilyn Monroe®, Frederick's of Hollywood®;
- *Pet:* Elvis Presley®, Greg Norman®, Marilyn Monroe®, Tretorn®;
- *Remedy:* Greg Norman®, Aéropostale®, Tretorn®; and,
- *Sexual Wellness:* Elvis Presley®, Frederick's of Hollywood®, Marilyn Monroe.

With a population of over 700 million, Europe provides unique opportunity to service a marketplace already familiar with CBD and primed for accelerating growth with superior products and iconic brands.

Eugene Beukman, Chief Executive Officer and a Director of International Cannabis, stated: "The European marketplace for CBD crosses nearly all demographics and product categories.

We believe that whether consumers are familiar with CBD or are first time users, they will gravitate towards these recognizable brand names that already resonate strongly across other key categories, rather than a newly created branding effort, or niche so-called millennial brands, which is a path many other companies are taking.

The relationship with ICC's partnership with ABG creates a true "House of Brands" for ICC, which compliments its product strategy by delivering unique CBD-based solutions to diverse targeted audiences, that are both known and trusted across our entire potential consumer base, from student to senior citizen to domestic pets.

With operating licenses in 13 countries in Europe, a full-spectrum library of genetics, seeds and strains, a [supply of on-hand organic product inventories ready for sale starting in Q2 2019](#), multiple EU-GMP certified facilities equipped to formulate and produce various product lines and experienced operations, branding, marketing and quality assurance personnel, ICC is in pole position to supply its distribution network and the consumer from seed to sale.

What's more, in addition to the Company's existing base of 39,000 retail outlets and pharmacies, the ABG partnership provides potential entree to tens of thousands of distribution channels and points of sale where the existing offerings can potentially be augmented by CBD products."

"ICC has positioned themselves in Europe as one of the first movers and vertically integrated players in the health and wellness CBD space." said Daniel W. Dienst, ABG Executive Vice Chairman. "We believe in the extraordinary potential of the CBD category look forward to collaborating with ICC to launch these brands in CBD across the European market."

The licensing agreement between ICC and ABG was developed in conjunction with advisory services provided by Cannabis Lifestyle Partners ("CLP").

The licensing agreement was executed on March 18, 2019 and extends for a ten-year term from the effective date.

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.

ABOUT AUTHENTIC BRANDS GROUP

Authentic Brands Group (ABG) is a brand development, marketing, and entertainment company, which owns a portfolio of global entertainment and lifestyle brands. Headquartered in New York City, ABG manages, elevates, and builds the long-term value of more than 50 consumer brands and properties by partnering with best-in-class manufacturers, wholesalers, and retailers. Its brands have a global retail footprint in more than 100,000 points of sale across the luxury, specialty, department store, mid-tier, mass, and e-commerce channels and more than 4,900 branded freestanding stores and shop-in-shops around the world. ABG is committed to transforming brands by delivering compelling product, content, business, and

immersive brand experiences. It creates and activates original marketing strategies to drive the success of its brands across all consumer touch points, platforms, and emerging media.

ABG's portfolio of iconic and world-renowned brands includes Marilyn Monroe®, Mini Marilyn®, Elvis Presley®, Muhammad Ali®, Shaquille O'Neal®, Dr. J®, Greg Norman®, Neil Lane®, Thalia®, Michael Jackson® (managed brand), Nautica®, Aéropostale®, Juicy Couture®, Vince Camuto®, Herve Leger®, Judith Leiber®, Frederick's of Hollywood®, Nine West®, Frye®, Jones New York®, Louise et Cie®, Sole Society®, Enzo Angiolini®, CC Corso Como®, Hickey Freeman®, Hart Schaffner Marx®, Adrienne Vittadini®, Taryn Rose®, Bandolino®, Misook®, 1.STATE®, CeCe®, Chaus®, Spyder®, Tretorn®, Tapout®, Prince®, Airwalk®, Vision Street Wear®, Above The Rim®, Hind®, Thomasville®, Drexel®, and Henredon®. For more information, please visit ABG-NYC.com.

CANNABIS LIFESTYLE PARTNERS

CLP is an investment and advisory firm focused on the emerging cannabis industry. CLP's corporate mandate is to inspire holistic wellness by augmenting the design, product development, production and branding of the world's most innovative cannabis products.

CLP boasts an in-depth understanding of the cannabis and biomedical industries, as well as the elaborate regulations involved. CLP is equipped with a suite of comprehensive solutions for emerging companies within the cannabis industry.

CLP contributes financial, operational, product development and branding catalysts to exclusive industry partners. These strategic contributions afford CLP's partners elevated abilities to build or expand core business units, while permitting autonomy and a continued focus on innovation. CLP's corporate website can be viewed at <https://cannabislifestylepartners.com/>.

ON BEHALF OF THE ICC INTERNATIONAL CANNABIS CORP BOARD OF DIRECTORS

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Stay up to date with everything happening at ICC by following or liking us on:

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THE CSE HAS NOT REVIEWED AND DOES NOT ACCEPT RESPONSIBILITY FOR THE ACCURACY OR ADEQUACY OF THIS RELEASE.

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.