



NUUVERA AND GLOBALIVE TECHNOLOGY PARTNERS TO BRING BLOCKCHAIN TO THE GLOBAL CANNABIS INDUSTRY IN GROUNDBREAKING COLLABORATION

Toronto (January 16, 2018) -- Nuuvera Inc. ("Nuuvera") (TSXV: NUU) is proud to announce it is entering into a joint partnership with Globalive Technology Partners (GTP) to bring blockchain technology to the global cannabis market.

Following the joint development of the blockchain technology, both Nuuvera and GTP will license the software around the globe to help increase the safety and security of records as well as help supply chain management globally.

The first of its kind partnership will see Nuuvera and GTP developing proprietary blockchain technology that will help validate the integrity and grade of cannabis products, from source to consumer.

"We're extremely excited to partner with Anthony Lacavera and GTP on this disruptive global cannabis technology. In applying blockchain technology to this emerging industry, we will continue to shape the global cannabis market, and set an incredibly high bar for safety and consistency that will benefit patients everywhere," said Nuuvera CEO, Lorne Abony.

"Nuuvera's mission is to lead the emerging cannabis industry by developing safe, consistent, and effective products for patients. We are already leveraging the capabilities of our global network with an aim of becoming the most innovative cannabis company in the world. Through this partnership with GTP, we can use blockchain technology to ensure the integrity and grade of our products – from source to retail. This demonstrates our deep commitment to leading the global cannabis industry in a positive and meaningful way," Lorne continued.

GTP – who announced last week they will go public in 2018 -- is forming partnerships with a very select group of leading companies across a variety of sectors who recognize the strategic advantage of incorporating blockchain into their sectors. GTP have selected Nuuvera as the sole partner for the emerging and burgeoning global cannabis market.

Anthony Lacavera, Founder and CEO of GTP stated, "At GTP we share Nuuvera's vision to help build an innovative and safe global cannabis market. We also want to see consumers receive the safest, highest quality products. That's why we are delighted to choose Nuuvera as our sole partner to bring machine intelligence and blockchain technology to the cannabis industry."

For more information on Nuuvera, please visit: www.nuuvera.com

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About Nuuvera

Nuuvera is a global cannabis company founded on Canadian principles, and built with the whole world in mind. Nuuvera is currently working with partners in Germany, Israel and Italy, and is exploring opportunities in several other countries, to develop commercial production and global distribution of medical grade cannabis in legalized markets. Through its subsidiaries, ARA – Avanti Rx Analytics Inc. and Avalon Pharmaceutical Inc., Nuuvera holds a Dealer License (GMP) under the Narcotic Control Regulations and Office of Controlled Substances. Nuuvera is currently in the final stages of the Health Canada review process to become a Licensed Producer of medical marijuana under the ACMPR, and has recently received its "letter to build" approval.

Notice regarding forward-looking statements:

This release includes forward-looking statements regarding Nuuvera and its business. Often, but not always, forward-looking statements can be identified by the use of words such as “plans”, “is expected”, “expects”, “scheduled”, “intends”, “contemplates”, “anticipates”, “believes”, “proposes” or variations (including negative variations) of such words and phrases, or state that certain actions, events or results “may”, “could”, “would”, “might” or “will” be taken, occur or be achieved. Such statements are based on the current expectations of the management of Nuuvera. The forward-looking events and circumstances discussed in this release may not occur by certain specified dates or at all and could differ materially as a result of known and unknown risk factors and uncertainties affecting Nuuvera, including risks regarding the cannabis industry, failure to obtain regulatory approvals, economic factors, the equity markets generally and risks associated with growth and competition. Although Nuuvera has attempted to identify important factors that could cause actual actions, events or results to differ materially from those described in forward-looking statements, there may be other factors that cause actions, events or results to differ from those anticipated, estimated or intended. No forward-looking statement can be guaranteed. Except as required by applicable securities laws, forward-looking statements speak only as of the date on which they are made. Nuuvera undertakes no obligation to publicly update or revise any forward-looking statement, whether as a result of new information, future events, or otherwise.

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