

# EuroLife Brands

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## EuroLife Brands says newly appointed advisory board chairman leading extensive European investor roadshow

EuroLife Brands Inc (CSE:EURO) (OTCMKTS:CANVF) has said its newly appointed advisory board chairman, Derek Ivany, will be leading an extensive European investor roadshow scheduled for commencement in late September.

In a statement, the cannabis analytics group said the specific focus on the upcoming investor tour will be placed on contact points in Germany, UK, Austria, Frankfurt, Switzerland, Greece and Portugal amongst retail, institutional, and family office investors.

### READ: EuroLife Brands appoints Derek Ivany as chairman of its advisory board

It pointed that Ivany will endeavor to introduce EuroLife Brands to his vast and longstanding network of investors spanning the European Union.

As former president, CEO and director of AgraFlora Organics International Inc. (CSE: AGRA), a growth-oriented and diversified company focused on the international cannabis industry, Ivany helped propel AgraFlora from under \$2 million in market capitalization to over \$250 million at its zenith, along with undertaking multiple significant capital raises and generating significant investor liquidity whilst at the helm.

He has also been instrumental in raising in excess of \$50 million in the cannabis space over the past 5 years, EuroLife added.

Ivany commented in the statement: "I am fortunate to have forged strong relationships amongst the European investor community over the last 15 years of my career in the financial markets. While at the helm of AgraFlora, we enjoyed tremendous support from a variety of European investors and we aim to replicate this same exposure and success for EuroLife."

He added: "With EuroLife's corporate focus on the burgeoning European legal cannabis market that has been estimated, according to Brightfield Group, to grow by a compound annual growth rate of 83% and reach nearly \$8 billion by 2023, our goal is to ensure that our brand is recognized amongst both consumers and investors alike in the European marketplace."

### Currently assessing opportunities

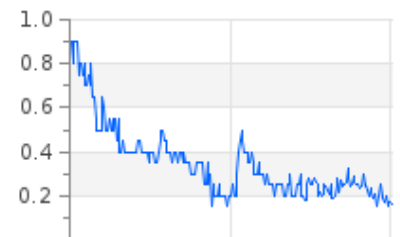
The company said the planned investor tour will also dovetail with further due diligence and examination of various strategic corporate development and merger and acquisition opportunities that EuroLife is currently assessing.

As an accompaniment to the future launch of EuroLife Brands Marketplace; a digital CPG platform focused on CBD products backed by unbiased and evidence-based digital cannabis education from the Company's Cannabis.Me platform, the firm said it is assessing both upstream and downstream assets that may provide synergistic benefit.

**Price:** 0.195

**Market Cap:** \$7.45 m

### 1 Year Share Price Graph



October 2019    April 2020    October 2020

### Share Information

**Code:** EURO

**Listing:** CSE

<b>52 week</b>	<b>High</b>	<b>Low</b>
	1	0.05

**Sector:** Cannabis

**Website:** eurolifebrands.com

### Company Synopsis:

*EuroLife Brands is a leading global digital CBD marketplace with an exclusive CPG-focused eCommerce platform backed by evidence-based cannabis education and detailed consumer data collected through Cannabis.Me, the Company's data-driven cannabis education platform with users spanning the world.*

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Further updates will be provided in due course pending the result of ongoing due diligence investigations, EuroLife added.

The company completed its name from Canvas MedTech Inc on August 14, 2019, as it begun a new chapter applying its education and analytics platforms to a new line of business poised for aggressive global expansion.

Earlier in that month, EuroLife announced the acquisition of 1216165 BC Ltd, better known as True Focus International, to get the exclusive rights to market its suite of products. True Focus is best known for its popular, all-natural, patent-pending oral spray which works to blunt the effects of THC overconsumption.

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