

AgraFlora Organics International Inc.

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AgraFlora's CBD sports partner to advertise performance products on RFL Super League jerseys

AgraFlora Organics International Inc (CSE:AGRA) (OTCMKTS:AGFAF) revealed Thursday that the company's CBD-performance product line, HowlBrands, will feature prominently on the Canadian rugby club Toronto Wolfpack's jerseys throughout the 2020 RFL Super League season.

In a statement, the company said the placement of the company's HowlBrands' line of CBD creams and sports supplements in Toronto Wolfpack's home and away kits will mark the first time a CBD-product has been so prominently featured in professional sport.

In October last year, AgraFlora's exclusive CBD sports partner, Toronto Wolfpack was promoted to the 2020 RFL Super League, which positions it in the highest tier of the English Rugby League. This gives the team international broadcast exposure to over 250 million homes.

READ: AgraFlora kicks off 2020 with Winnipeg edibles facility, Delta Greenhouse and top brands

Toronto Wolfpack also achieved 704 million unique views from associated print and web articles throughout the 2019 season.

AgraFlora Organics said Toronto Wolfpack drew 40.4 million views on its announcement that it was launching a CBD-infused topical cream called "Rugby Strength", formulated to combat acute pain.

By way of an exclusive manufacturing and distribution agreement with Toronto Wolfpack and HowlBrands Inc, AgraFlora is positioned at the "nexus of the burgeoning CBD-infused performance products" market and "the vast captive audience of professional sports," noted the company.

HowlBrands' THC-free product lines are developed and formulated by a team of medical professionals and natural health experts.

The company also announced it issued 800,000 common shares at a deemed price of \$0.25 per share to Vendure Genetics Labs Inc as part of an amended supply agreement in December.

AgraFlora, based in Vancouver has a vast library of patented cannabis 2.0 product formulations. It also owns an indoor cultivation facility in London, Ontario, as well as an edibles manufacturing facility in Winnipeg, currently being retrofitted. The company is also a joint venture partner in Propagation Services Canada Inc, which operates a 2.2 million-square-foot greenhouse complex in Delta, British Columbia.

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Price: 0.05

Market Cap: \$21.85 m

1 Year Share Price Graph



April 2019 September 2019 March 2020

Share Information

Code: AGRA

Listing: CSE

52 week High Low
 0.7 0.03

Sector: Cannabis

Website: agraflora.com

Company Synopsis:

AgraFlora Organics International Inc. is a growth oriented and diversified company focused on the international cannabis industry. The Company is a vertically integrated with significant cultivation, manufacturing, branding and distribution capabilities. Its flagship asset is a joint venture in a large-scale 2,200,000 sq. ft. greenhouse complex in Delta, BC, currently being retrofitted for cannabis production.

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