NATURALLY SPLENDID RETRACTS ANALYST REPORT OF SKYCAPITALREPORT DATED JULY 14, 2016 AND TERMINATES SKYCAPITALREPORT AGREEMENT

November 18, 2016 – Vancouver, BC – Naturally Splendid Enterprises Ltd. ("Naturally Splendid") (NSP – TSX Venture) (NSPDF – OTCQB) (50N – Frankfurt) announces that following a review of its disclosure by the TSX Venture Exchange it wishes to clarify the following matters.

Retraction of Analyst Report of SkyCapitalReport dated July 14, 2016

Naturally Splendid wishes to clarify and retract the information contained in an analyst report prepared by SkyCapitalReport dated July 14, 2016 (the "Report").

Naturally Splendid is retracting the Report in its entirety as it was inappropriate to disclose sales forecasts not supported by sales commitments or definitive contracts or to set out an EV/Sales multiple for Naturally Splendid as it is an early stage start-up business that does not have a track record of revenues and such disclosure fails to comply with National Instrument 51-102.

Engagement of SkyCapitalReport for Investor Relations Activities

Naturally Splendid announces that it engaged SkyCapitalReport to prepare an analyst reports on Naturally Splendid. The term of the engagement was intended to cover a period of approximately six months commencing from early July 2016. After the issuance of the report dated July 21, 2016, Naturally Splendid terminated the services of SkyCapitalReport in late July 2016. Naturally Splendid paid $20,000 cash for the services of SkyCapitalReport. SkyCapitalReport, based in Vancouver, British Columbia, is in the business of preparing and distributing analyst reports on its clients and is controlled by Mike Rogers.

For more information e-mail info@naturallysplendid.com or call 604-673-9573.

On Behalf of the Board of Directors

J. Craig Goodwin, CEO, Director

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Forward-Looking Statements

Information set forth in this news release contains forward-looking statements that are based on assumptions as of the date of this news release. These statements reflect management's current estimates, beliefs, intentions and expectations. They are not guarantees of future performance. Naturally Splendid cautions that all forward-looking statements are inherently uncertain and that actual performance may be affected by a number of material factors, many of which are beyond Naturally Splendid's control including, but not limited to, Naturally Splendid's ability to complete the private placement financing. Accordingly, actual and future events, conditions and results may differ materially from the estimates, beliefs, intentions and expectations expressed or implied in the forward-looking information. Except as required under applicable securities legislation, Naturally Splendid undertakes no obligation to publicly update or revise forward-looking information.