



Naturally Splendid Appoints New CFO

VANCOUVER, British Columbia, February 28, 2018 -- **Naturally Splendid Enterprises Ltd. ("Naturally Splendid" or "NSE")** (TSX-V:NSP) (OTCQB:NSPDF) (Frankfurt:50N) is pleased to announce that it has appointed Sead Hamzagic as Chief Financial Officer effective immediately, replacing Brian Richardson, who will continue to be a resource for the Company in an advisory board capacity.

Mr. Hamzagic has over 30 years of public practice accounting and financial management experience with a variety of public and private companies. As a designated CPA-CGA, Mr. Hamzagic has developed a unique suite of expertise in overseeing corporate finance activities, financial planning & analysis, public reporting, as well as mergers and acquisitions, including 10 years with sparkling water producer Clearly Canadian Beverage Corporation, and most recently as the CFO of a number of TSX Venture listed companies.

Naturally Splendid CEO Mr. Douglas Mason states, "Mr. Hamzagic will play an important role as CFO in ensuring NSE's continued growth. He will plan and implement the management and control of all financial activities related to the business accounting, finance, forecasting, strategic planning, mergers and acquisitions, asset management and analysis and negotiations."

"Naturally Splendid has tremendous potential. I am looking forward to working alongside their talented management team, where I can provide financial leadership to assist in building on NSE's goal of delivering value to its shareholders," said Mr. Hamzagic

Naturally Splendid would like to thank Mr. Richardson who has served as CFO for Naturally Splendid since 2016. Mr. Richardson will assist Mr. Hamzagic with the transition.

About Naturally Splendid Enterprises Ltd.

Naturally Splendid is a biotechnology and consumer products company that is developing, producing, commercializing, and licensing an entirely new generation of plant-derived, bioactive ingredients, nutrient dense foods, and related products. Naturally Splendid is building an expanding portfolio of patents (issued and pending) and proprietary intellectual property focused on the commercial uses of industrial hemp and non-psychoactive cannabinoid compounds in a broad spectrum of applications.

Naturally Splendid Enterprises, Ltd.

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Naturally Splendid currently has four innovative divisions:

(1) BIOTECHNOLOGY – Focused on three major platforms:

- (1) Proprietary HempOmega™ encapsulation
- (2) Extraction and formulation with Cannabidiol (CBD)
- (3) Hemp and plant-based proteins.

(2) CONSUMER PRODUCTS -

- NATERA® - brand of retail hemp and superfood products distributed throughout North America, Asia and Europe.
- Prosnack Natural Foods Inc. (Elevate Me™) - lifestyle brand of healthy meal replacement products distributed throughout North America.
- Chi Hemp Industries Incorporated (CHII) - e-commerce platform for natural and organic hemp products.
- PawsitiveFX® - topical pet care products.
- NATERA®CBD - retail hemp-based cannabinoid nutraceutical and cosmeceutical products distributed in Asia.
- NATERA®Skincare - brand of retail hemp based cosmeceutical products.

(3) NATERA® Ingredients - bulk ingredients including HempOmega™.

(4) Co-Packaging/Toll-Processing - packaging for house-brands (NATERA® and CHII) and third-party partners.

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

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On Behalf of the Board of Directors

Mr. Douglas Mason
CEO, Director

Contact Information

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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, Naturally Splendid's ability to compete with large food and beverage companies; sales of any potential products developed will be profitable; sales of shelled hemp seed will continue at existing rates or increase; the ability to complete the sales of all bulk hemp seed purchase orders; and the risk that any of the potential applications may not receive all required regulatory or legal approval. 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.

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