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Verano Affiliate Expands Pennsylvania Footprint with Opening of Zen Leaf West Chester Dispensary

- Zen Leaf West Chester is Verano's 13th affiliated Pennsylvania dispensary and second state location to offer convenient drive-through service, marking the Company's 91st location nationwide[1].
- The West Chester Zen Leaf storefront is the third of six permitted clinical registrant dispensary locations opened by Verano affiliate Agronomed Biologics, LLC in Pennsylvania
- The Pennsylvania medical cannabis program has grown significantly to more than 630,000 statewide patients and caregivers[2]; Zen Leaf West Chester will offer expanded access to serve Chester County's medical cannabis community of nearly 26,000 patients[3].
- Zen Leaf West Chester is positioned on Oakland Road, a high-traffic location that is conveniently accessible from both U.S. Routes 1 and 202 and sees average daily traffic of 14,000 vehicles, according to the Pennsylvania Department of Transportation.

CHICAGO, Dec. 02, 2021 – Verano Holdings Corp. (CSE: VRNO) (OTCQX: VRNOF) ("Verano" or the "Company"), a leading multi-state cannabis company, today announced the opening of Zen Leaf West Chester, a new storefront under its affiliate Agronomed Biologics, LLC. As part of the state's Chapter 20 Clinical Registrant Program, the dispensary will, in collaboration with the Drexel University Medical Cannabis Research Center, conduct ongoing research on medical cannabis and its effects on various conditions covered by the program in Pennsylvania. The dispensary will be the fifth Pennsylvania Zen Leaf dispensary and the Company's 13th affiliated dispensary in the state, including its locations under affiliates TerraVida and The Healing Center. Zen Leaf West Chester is located at 300 Oakland Road, West Chester, PA 19382 and is scheduled to open December 3 at 9:00 a.m. local time.

Pennsylvania's medical cannabis program has experienced exponential growth since its inception in 2016. In its first five years, patient and caregiver numbers have reached more than 630,000, making Pennsylvania one of the largest medical cannabis programs in the nation, measured in total number of participants.

"As the medical cannabis program further expands in Pennsylvania, a growing number of patients will require more convenient access to the products that serve their wellness needs," said George Archos, Verano Founder and Chief Executive Officer. "Given its robust program growth, we have continued scaling our operations in the Keystone State to better serve its expanding patient base. With the addition of Zen Leaf West Chester, we're proud to continue serving the state's vibrant medical cannabis community by providing high-quality medical cannabis therapeutics and resources to patients across Pennsylvania."

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[1] Includes impact of pending acquisitions.
[2] Source: *Pittsburgh Post-Gazette*
[3] Source: PA Dept of Health / CHNI News

Zen Leaf West Chester will offer a suite of cannabis therapeutics, including flower, topicals, and vapes. Business hours are 9:00 a.m. – 8:00 p.m. Monday through Saturday, and Sunday 9:00 a.m. – 6:00 p.m. Express-order pickup and drive-through ordering is also available for additional patient convenience.

About Verano

Verano is a leading, vertically integrated, multi-state cannabis operator in the U.S., devoted to the ongoing improvement of communal wellness by providing responsible access to regulated cannabis products. With a mission to address vital health and wellness needs, Verano produces a comprehensive suite of premium, innovative cannabis products sold under its trusted portfolio of consumer brands, including Verano™, Avexia™, Encore™, and MÜV™. Verano's portfolio encompasses 15 U.S. states, with active operations in 12, including 12 production facilities comprising over 1,000,000 square feet of cultivation. Verano designs, builds, and operates dispensaries under retail brands including Zen Leaf™ and MÜV™, delivering a superior cannabis shopping experience in both medical and adult-use markets. Learn more at www.verano.com.

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Forward Looking Statements

This press release contains certain "forward-looking information" within the meaning of applicable Canadian securities legislation and may also contain statements that may constitute "forward-looking statements" within the meaning of the safe harbor provisions of the United States Private Securities Litigation Reform Act of 1995. Such forward-looking information and forward-looking statements are not representative of historical facts or information or current condition, but instead represent only the Company's beliefs regarding future events, plans or objectives, many of which, by their nature, are inherently uncertain and outside of the Company's control. Generally, such forward-looking information or forward-looking statements can be identified by the use of forward-looking terminology such as "plans", "expects" or "does not expect", "is expected", "budget", "scheduled", "estimates", "forecasts", "intends", "anticipates" or "does not anticipate", or "believes", or variations of such words and phrases or may contain statements that certain actions, events or results "may", "could", "would", "might" or "will be taken", "will continue", "will occur" or "will be achieved". The forward-looking information and forward-looking statements contained herein include, but are not limited to, statements or information with respect to the Company's position in the marketplace, the timeline associated with the opening of certain retail establishments, and the Company's operations. Forward-looking information and statements involve and are subject to assumptions and known and unknown risks, uncertainties, and other factors which may cause actual events, results, performance, or achievements of the Company to be materially different from future events, results, performance, and achievements expressed or implied by forward-looking information and statements herein, including, without limitation, the risk factors discussed in the Company's filings on SEDAR at www.sedar.com. The forward-looking information and forward-looking statements contained in this press release are made as of the date of this press release, and the Company does not undertake to update any forward-looking information or forward-looking statements that are contained or referenced herein, except as may be required in accordance with applicable securities laws. All subsequent written and oral forward-looking information and statements attributable to the Company or persons acting on its behalf is expressly qualified in its entirety by this notice regarding forward-looking information and statements.