Lift&co

Lift & Co. Announces Appointment of New Chief Financial Officer

/NOT FOR DISSEMINATION IN THE UNITED STATES OR FOR DISTRIBUTION TO UNITED STATES WIRE SERVICES/

TORONTO, March 13, 2019 /CNW/ - Lift & Co. Corp. ("Lift & Co." or the "Company") (TSXV: LIFT) is pleased to announce the appointment of Ms. Kasia Malz, CPA, CA, CPA (IL), MAcc, to the position of Chief Financial Officer ("CFO"), effective March 18, 2019. Ms. Malz will succeed Mr. Craig Hudson.

Ms. Malz is a proven financial leader and strategic planner with a strong track record in acquisitions, negotiation and due diligence, compliance and risk management, investor relations, and the development and monitoring of control systems.

Most recently and over the past five years, Ms. Malz was Chief Financial Officer at Titanium Transportation Group Inc. ("Titanium"), a publicly traded North American transportation and logistics company. During her tenure as CFO, Titanium grew to approximately 600 employees and contractors, five offices and $185 million in revenue. To date, Titanium has completed 10 acquisitions and has been ranked by Growth 500 as one of Canada's Fastest-Growing Companies for ten consecutive years, of which Ms. Malz played an integral role in numerous acquisitions for the company to help drive growth. Prior to Titanium, Ms. Malz was a manager at Williams & Partners Chartered Accountants LLP since 2006. She holds her Bachelor of Mathematics and Master of Accounting from the University of Waterloo.

"We are excited to welcome Ms. Malz to the team as we enter an accelerated stage of growth at Lift & Co.," said Matei Olaru, CEO of Lift & Co. "Ms. Malz brings years of public markets and strategic experience in a CFO capacity along with a proven track record of driving shareholder value through strategic M&A transactions. As we begin to expand our operations beyond Canada, we are confident that Ms. Malz's unique skillset will help accelerate our leadership position in Canada and worldwide."

"I am thrilled to be joining the exceptional and visionary team at Lift & Co. that has continued to entrench its first-mover advantage in this fast-growing industry," said Kasia Malz. "I look forward to being part of the next phase of the Company's evolution and driving financial strategies to create enhanced shareholder value."

Lift & Co. has also announced that effective March 18, 2019, Mr. Craig Hudson will be leaving the company to pursue other endeavors. Stu Miller, Chair of the Board of Directors of Lift & Co., said, "Craig has played an important role in the development of our Company as a leading cannabis technology company and was a key contributor to our successful launch as a public company last year. On behalf of everyone at Lift & Co., I would like to express my sincere appreciation to Craig for his service to the Company."

Grant of options

In connection with the appointment of Ms. Malz, the Company will grant an aggregate of 205,000 stock options on March 18, 2019. The options will vest in equal annual instalments over 36 months and expire after 10 years. The options will have an exercise price based on the market value per share at business close on March 15, 2019.

In addition, the Company has granted an aggregate of 263,157 stock options today to Lift & Co. Chief Revenue Officer, Jon Kamin. The options have an exercise price of $0.57, will vest in equal annual instalments over 36 months and will expire after 10 years.

The option grants are governed by the terms and conditions of the Company's stock option plan and remain subject to the acceptance of the TSX Venture Exchange.

About Lift & Co.
Lift & Co. (TSXV: LIFT) is a publicly traded technology company modernizing the cannabis industry.

Forward-looking statements

Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accept responsibility for the adequacy or accuracy of this release.

Although the Company has attempted to identify important factors that could cause actual results, performance or achievements to differ materially from those contained in the forward-looking statements, there can be other factors that cause results, performance or achievements not to be as anticipated, estimated or intended.

There can be no assurance that such forward-looking statements will prove to be accurate or that management's expectations or estimates of future developments, circumstances or results will materialize. Accordingly, readers should not place undue reliance on forward-looking statements. The forward-looking statements in this news release are made as of the date of this release. The Company disclaims any intention or obligation to update or revise such information, except as required by applicable law, and the Company does not assume any liability for disclosure relating to any other company mentioned herein.

SOURCE Lift & Co. Corp.

View original content to download multimedia:
http://www.newswire.ca/en/releases/archive/March2019/13/c7532.html

%SEDAR: 00043060E

For further information: Lift & Co.: Scott Campbell, Director of Communications, 647-402-4957, scampbell@lift.co; Investor Relations: Thesis Capital, Prit Singh, 905-510-7636, psingh@thesiscapital.ca

CO: Lift & Co. Corp.

CNW 08:32e 13-MAR-19