

# **Halo Announces the Launch of XES Sensual, a Unique CBD Sexual Wellness Product Continues Company Trend of Product Innovation in Growing Category**

*Not for Distribution to U.S. Newswire Servicers or For Dissemination in the United States*

TORONTO--(BUSINESS WIRE)--August 7, 2019--Halo Labs Inc. ("Halo" or the "Company") (NEO: HALO, OTCQX: AGEEF, Germany: A9KN) is pleased to announce that it is launching XES Sensual, the first sexual wellness system with an integrated applicator, specifically designed to deliver a cannabidiol ("CBD") formulation through vaginal application.

XES Sensual is the first sexual wellness product that features both an applicator and serum and applies cannabinoid science to promote sexual pleasure. The serum is a proprietary formulation of cannabinoids and non-GMO botanical extracts that enhance relaxation and inflammation, helping to stimulate orgasms and satisfaction, especially in the population of women with an overly sensitive clitoral and vaginal anatomy.

According to a report published in April 2019 by Arizton Advisory & Intelligence, the global sexual wellness market is expected to reach revenues of around \$39 billion by 2024, growing at a CAGR of over 7% during 2018 – 2024. The retail segment, comprising mass market retailers, drug stores, specialty stores, and grocery stores, accounts for more than 60% of the sexual wellness market's sales.

The Company plans to roll out XES Sensual both direct to retail with Halo's salesforce in California, Oregon, and Nevada and to online outlets. XES Sensual will be the first in a comprehensive line-up of other cannabinoid based, innovative products that aim to boost sexual wellness.

Kiran Sidhu, Chief Executive Officer, stated: "XES Sensual is another unique product that Halo will use to expand its portfolio to existing customers as well as expand market reach to new customer segments and channels. As research continues to evolve surrounding cannabis and CBD products, being on the forefront of innovation with XES allows Halo to stay ahead of the competition. We plan to launch additional CBD- and THC-based sexual wellness products in the near future."

## **ABOUT HALO**

Halo is a cannabis extraction company that develops and manufactures quality cannabis oils and concentrates, which are the fastest growing segments in the cannabis industry. Halo is a global leader in cannabis oil and concentrates, having produced over 4 million grams of oils and concentrates since inception. The Company has expertise across all major cannabis manufacturing processes, leveraging a variety of proprietary processes and products. The forward-thinking company is led by a strong management team with deep industry knowledge and blue-chip experience. The Company is currently operating in California and Oregon, as well as in Nevada with our partner Just Quality, LLC, and in Lesotho with the Bophelo strategic partnership. With a consumer-centric focus, Halo will continue to market innovative, branded, and private label products across multiple product categories.

For further information regarding Halo, see Halo's disclosure documents on SEDAR at [www.sedar.com](http://www.sedar.com).

## **Cautionary Note Regarding Forward-Looking Information and 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 Halo's beliefs regarding future events, plans or objectives, many of which, by their nature, are inherently uncertain and outside of Halo'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 may include, but is not limited to, Halo's launch of XES Sensual in the United States or future jurisdictions.*

*By identifying such information and statements in this manner, Halo is alerting the reader that such information and statements are subject to known and unknown risks, uncertainties, and other factors that may cause the actual results to be materially different from those expressed or implied by such information and statements. In addition, in connection with the forward-looking information and forward-looking statements contained in this press release, Halo has made certain assumptions. Although Halo believes that the assumptions and factors used in preparing, and the expectations contained in, the forward-looking information and statements are reasonable, undue reliance should not be placed on such information and statements, and no assurance or guarantee can be given that such forward-looking information and statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such information and statements. The forward-looking information and forward-looking statements contained in this press release are made as of the date of this press release, and Halo does not undertake to update any forward-looking information and/or forward-looking statements that are contained or referenced herein, except in accordance with applicable securities laws. All subsequent written and oral forward-looking information and statements attributable to Halo or persons acting on its behalf is expressly qualified in its entirety by this notice.*

### **Contacts**

Halo Labs  
Investor Relations  
info@halocanna.com