



## **Blox Labs Provides CannaBLOX Update – Mobile Application Development**

Toronto, Ontario – July 9th, 2018 - Blox Labs Inc. (“BLOX” or “the Company”) (CSE: BLOX) (Frankfurt: BR1B) is pleased to announce the successful build-out and testing of the Mobile Application Suite in relation to its ongoing development of “CannaBLOX”, a Blockchain-based smart contract supply chain management platform for the legalized Cannabis industry that is being developed in partnership with Liberty Leaf Holdings Ltd. (CSE: LIB) (OTC: LIBFF) (FSE: HN3P).



### **Cross-Platform Mobile App**

As an integral piece of the CannaBLOX ecosystem, a mobile application for Android and iOS systems has been developed. Employing role-based access, the application allows users to both connect to the system and conduct a number of different key actions. For example, using the mobile application, a Seed Company can track the number of seeds, predict the timing of plant ripeness, track seed or seedling growth, and even count yield. All of this information tracking is enabled through Seed Company user accounts created by the Administrator.

The Shipping Company, Grower/Manufacturer, and Retail Customer accounts can also perform key actions using the mobile application. A Shipping Company Administrator can log in to the application using a personal profile, create a shipment, choose a courier company, insert a tracking ID, and initiate shipping. The Administrator can even choose from a variety of top shipping operations, as the services for companies like FedEx, UPS, and DHL have all been integrated into the platform. Further to this, Private Drivers can be chosen as a shipping option if such a shipping model is being utilized.

A Grower/ Manufacturer can perform several operations within the mobile application as well. They can order seeds and fertilizers, and, using the option to insert tracking ID’s, monitor the ratio between received seeds and planted seeds. Retail Customers can use their personal accounts on the mobile application to

purchase ready products, order specific shipping, and, after receiving a package, scan the accompanying barcode in order to complete the Seed-to-Sale process.

Blockchain Seed-to-Sale technology for the Cannabis industry is a major step forward to assure compliance and supply chain auditability. CannaBLOX architecture stores all testing data in its Ethereum Smart Contract blockchain-protected database which results in streamlining operational efficiencies both in administration and soft costs.

The CannaBLOX ecosystem allows producers and growers the ability to have their unique strains registered throughout the administration panel, then managed by their mobile devices with a high level of cryptography and security in a Decentralized Application. CannaBLOX not only reduces the workload and costs involved with testing, but also provides full visibility of testing results for producers, government regulators and consumers.

“The progress being made by the BLOX team is very encouraging and we are eager to assist in the CannaBLOX test phase portion of its development”, says Will Rascan, President and CEO of Liberty Leaf. “Our investment in BLOX confirms our business model of investing in cannabis related businesses and to help accelerate their growth by providing the investment capital they require to flourish”.

Jeff Zanini, CEO and Director of BLOX commented, “We are pleased to have completed this important milestone in the development of CannaBLOX. It is very exciting to watch a team with such passion bring a project from concept to reality. We are currently assessing various cooperative opportunities with companies within the Canadian Cannabis space who want to partner with CannaBLOX and be part of the continued build-out test phase, which is a substantial step forward”. He continued, “Our main goal from the outset of this project was to solve predicted bottlenecks upon legalization, and we are well on our way.”

#### **About Blox Labs**

Blox Labs Inc. is a technology development company focused on creating best-in-class software solutions driven by emerging trends in Blockchain, Smart Contracts and Decentralized Applications. BLOX is helping customers with solutions for business problems from proofs of concept through execution. The Company is currently piloting blockchain solutions for supply chain management and improvement as well as other areas. BLOX is actively targeting partnerships and strategic acquisitions of growth companies.

#### **ON BEHALF OF THE BOARD**

**Jeff Zanini**  
**CEO and Director**

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