



“CHEECH & CHONG BUD FARM” OUTPERFORMS, MAKES BEST NEW MOBILE GAME LISTS.

Vancouver, BC, Canada, (May 21, 2020) - LEAF Mobile Inc. (TSX.V: LEAF), a leading creator and publisher of counter culture mobile games, launched “Cheech & Chong Bud Farm” with cultural icons Cheech Marin and Tommy Chong on 4/20 and the results 30 days post launch are as exciting as the trail-blazing duo’s global game launch event.

The 4/20 live online launch party set the tone for this highly anticipated game, with Cheech & Chong hosting the likes of Craig Robinson (The Office), Wilmer Valderrama (That 70s Show), Dana White (UFC), Kevin Smith (Jay & Silent Bob) and several others attending the global premiere.

“Results exceeded our expectations to put it bluntly”, confirmed Darcy Taylor, CEO. “All our key metrics from organic downloads, sessions, DAU to ARPDau were incredibly strong. When we compare user segment results to our other assets spanning the last decade, the trajectory is truly encouraging” added Taylor.

The “Cheech & Chong Bud Farm” game has quickly landed on multiple “Best New” mobile games lists in April including, toucharcade.com – official Best New iPhone Games List! <https://bit.ly/3bOAAQ12> and Game Central's BEST New Mobile Games List - iOS And Android – May 2020 Round-Up <https://bit.ly/2LAKY73> via Metro. The game was also featured on ET Canada, ABC News 7 and popculture.com.

Other major achievements in the first 30 days from the “Cheech & Chong Bud Farm” launch include:

- Top 10 trending downloads in Google play store
- ranked 18th in Canada in the iOS App store
- achieved a 4.6 and 4.7 out of 5.0 star ranking on google play and iOS app store respectively
- moving up the free game rankings* in the USA to top 40 position on Android and Top 60 on iOS to date
- top 100 ranking in 12 countries in the iOS App store*

Jean Guy Niquet, LEAF’s main studio lead, shared “To be the only cannabis-themed game in the top 500 Free Games (USA) is an amazing achievement. We are very proud of the launch results and it's gratifying that people are turning to games as a way of connecting in this COVID 19 environment. It's also incredibly encouraging to create our 12 month roadmap with new partners in title expansion.”

**Source: MobileAction.io rankings for in-category, free simulation games on Android and top free strategy games on iOS.*

About the Company

LEAF Mobile Inc. (TSX.V: LEAF) is a leading creator of counterculture mobile games. Headquartered in Vancouver, with a premier development studio, LDRLY based in Nanaimo, BC, the company is highly skilled in intellectual property, mobile game development, marketing and publishing. LEAF's culture is anchored in creativity, data insights and execution, delivering highly engaging games that produce enduring player enjoyment. With over a decade of experience in game development and marketing, LEAF has consistently delivered high-grossing original and licensed IP titles that include, Cheech & Chong Bud Farm, Bud Farm Idle Tycoon, Bud Farm Grass Roots and Bud Farm 420. Our game titles are available worldwide on the App Store and Google Play. LEAF leverages successes in platform, IP, marketing, development and data analysis to maximize value for our global network of constituents, from players to talent to shareholders and beyond.

For more information and to keep current on LEAF, visit www.leafmobile.io and join our online communities at [LinkedIn](#), [Twitter](#), [Facebook](#), and [Instagram](#)
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