



TSX.V: LEAF

“CHEECH & CHONG BUD FARM” HITS #1 IN THE USA

The Top Downloaded “Green” or Cannabis Themed Game on Android

June 04, 2020

Vancouver, BC – [LEAF Mobile Inc. \(TSX.V : LEAF\)](#) a leading creator and publisher of counter culture mobile games, launched “Cheech & Chong Bud Farm” on April 20, 2020 (4/20) and it has hit #1 in the USA for installs of free and free simulation games in the “Green” or cannabis themed game category.

Cheech and Chong Bud Farm is also the Top 3 Grossing “strategy game” in “Green” or cannabis genre category in the USA, Canada and Germany on iOS.

Darcy Taylor, CEO of Leaf Mobile states, “Cheech and Chong Bud Farm remains the top downloaded cannabis themed game in the US on Android, holding that place since days after its release on 4/20. Our daily installs, daily active users, average revenue per user and other key performance indicators continue to trend favourably and are showing all the early signs of success we saw in the launch of Bud Farm Idle Tycoon, which has been our highest grossing title to date for the Company.”

Leaf Mobile Inc. had record-setting results for the month of April 2020, including total game gross revenue, installs and daily active users (DAU) across its portfolio of counterculture mobile games which resulted in monthly record revenue of ~\$2.9M CDN from in-app purchases and advertising revenue.

“Cheech & Chong Bud Farm” is available to download in over 150 countries on the App Store and Google Play

According to www.pocketgamer.biz, the number of weekly mobile game downloads has hit 1.2 billion amidst the coronavirus outbreak, according to [App Annie](#). In March, users around the globe installed 35 percent more games each week than in January



2020. Most mobile players in the US fall into the casual category at 54 percent, while 38 percent are classed as enthusiasts with eight percent being recognized as hardcore.

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

The preliminary monthly financial results set forth in this release are based on information currently available to us prior to platform partners reconciliation. While we believe these results are meaningful, they could differ from the actual amounts that we ultimately report in our Quarterly Report for the quarter ended June 30, 2020. We do not intend to update these estimates prior to filing our Quarterly Report.

This news release contains "forward-looking information" within the meaning of applicable securities laws. Although the Company believes – considering the experience of its officers and directors, current conditions and expected future developments and other factors that have been considered



appropriate – that the expectations reflected in this forward-looking information are reasonable, undue reliance should not be placed on them as the Company can give no assurance that they will prove to be correct. Actual results and developments may differ materially from those contemplated by these statements. The statements in this news release are made as of the date of this release. The Company is under no obligation, and expressly disclaims any intention or obligation, to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as expressly required by applicable law.

