

Yorkton Equity Group Inc. Announces Completion of Qualifying Transaction

Edmonton, Alberta – (November 18th, 2020) – Yorkton Equity Group Inc. (“Yorkton” or the “Company”) (TSXV: YEG) (formerly "Trusted Brand 2016 Inc."), is very pleased to announce today that it has closed its previously announced Qualifying Transaction with 1421526 Alberta Ltd. (“1421526”). In accordance with the approvals of the Company's shareholders at its annual general and special meeting held on May 15, 2020 and the special meeting held on September 10, 2020, the Company has completed its name change in conjunction with completion of the Qualifying Transaction.

In addition, the following individuals have been appointed as directors and officers of the Company: Messrs. Bill Smith (Chairman and Director); Ben Lui (President, Chief Executive Officer and Director); Evan Chan (Chief Financial Officer and Director); Kevin Saskiw (Corporate Secretary); Mark Wilbert (Director) and Jason Theiss (Director).

The TSX Venture Exchange (the "Exchange") had previously granted conditional acceptance in respect of the listing of the common shares of the Company resulting from the Qualifying Transaction (the "YEG Shares"), subject to receipt of final submission documents, which have now been delivered to the Exchange. Upon satisfactory review of such final materials by the Exchange, the Company expects it will be listed on the Exchange as a Tier 2 issuer and that trading of the YEG Shares under the new symbol, "YEG" will commence at the opening of markets on Friday, November 20th, 2020.

In connection with this closing, the Company has issued an aggregate of 56,642,113 YEG Shares to the principals of 1421526 as follows:

- the issuance of 36,862,905 YEG Shares with a fair market value of \$0.20 per YEG Share for the consideration of \$7,372,581; and
- the assumption of 1421526's commitment pursuant to the shareholder loans (being the shareholder loans with each of 991799 Alberta Ltd. and Lui Holdings Corporation in the amount of \$498,635.00 and \$3,457,206.68, respectively (collectively, the “Shareholder Loans”). The Shareholder Loans, in the aggregate amount of \$3,955,841.68, will be converted into a total of 19,779,208 YEG Shares with 17,801,287 and 1,977,921 being issued to Lui Holdings Corporation and 991799 Alberta Ltd., respectively.

The 56,642,113 YEG Shares issued to the principals of 1421526 are held in escrow (“Escrow”) pursuant to a TSXV Value Escrow Agreement for Tier 2 Issuers and are releasable over a 36-month period following the issuance of a final Exchange bulletin. As well, the previously issued 3,962,900 common shares of Trusted Brand 2016 Inc. (“Trusted Brand”) will be re-registered as YEG Shares.

Furthermore, Yorkton has granted stock options to directors, officers and employees of the Company to purchase an aggregate of 769,905 YEG Shares pursuant to its stock option plan which are exercisable at a price of \$0.20 for a period of five years from the date of grant. The previously issued aggregate of 396,290 options of Trusted Brand will be re-registered as YEG options with an amended exercise price of \$0.20 and will be exercisable for a period of one year from completion of the Qualifying Transaction.

Concurrent with the completion of the Qualifying Transaction, Yorkton completed a non-brokered private placement of 7,804,330 units (“Units”), at an offering price of \$0.20 per Unit, for gross proceeds of \$1,560,866. Each Unit is comprised of one (1) YEG Share and one (1) YEG Share purchase warrant (“Warrant”) entitling the holder to purchase one (1) additional YEG Share at a price of \$0.30 per YEG Share for a period of three (3) years following the date of closing (the “Term”). In the event the YEG Shares close at a price of equal to or greater than \$0.50 per YEG Share for a period of greater than twenty (20) consecutive trading days, the Term of the Warrants shall be automatically accelerated and shortened from three (3) years to thirty (30) calendar days following the date a press release is issued by the Company announcing the reduced Term, and the issuance of the press release shall be deemed sufficient notice to all Warrant holders of the shortened Term as a result of the acceleration. The proceeds from the private placement will be used for general working capital.

As a result of the foregoing, the outstanding capital of the Company upon completion of the Qualifying Transaction consists of 68,409,343 YEG Shares and a total of 1,166,195 options to acquire YEG Shares.

For further details regarding the Qualifying Transaction, including detailed profiles of the individuals that have been appointed officers and directors of the Company, readers are encouraged to make reference to the Filing Statement of the Company that was filed on August 28, 2020 and is available under the Company's profile at www.sedar.com.

About Yorkton

Yorkton manages the assets and operates the business of 1421526. 1421526 is the owner of a two storey retail/commercial building referred to as Pacific Rim Mall situated on a 26,400 square foot land base, and a 34,845 square foot gravel parking lot located at the North East corner of 98th Street and 105 Avenue (the “1421526 Property”). 1421526 has engaged a non-arm’s length property management company Lui International Group Inc., o/a Yorkton Management to manage the 1421526 Property. Yorkton Management has extensive property management experience in commercial and residential properties, and has been managing the entire operation of the 1421526 Property for more than 10 years, including but not limited to, handling leasing enquiries, negotiating on new leases and renewals, rent collection, preparing annual operating budgets, managing capital upgrades, repairs and maintenance to ensure property complies or exceeds all health and safety standards and building codes, negotiating mortgage renewals and arranging refinancing.

Further information about Yorkton is available on the Company’s website at www.yorktongroup.com and the SEDAR website at www.sedar.com.

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.

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Forward-Looking Information

This press release may include forward-looking information within the meaning of Canadian securities legislation concerning the business of Yorkton. Forward-looking information is based on certain key expectations and assumptions made by the management of Yorkton. Although Yorkton believes that the expectations and assumptions on which such forward-looking information is based are reasonable, undue reliance should not be placed on the forward-looking information because Yorkton can give no assurance that they will prove to be correct. Forward-looking statements contained in this press release are made as of the date of this press release. Yorkton disclaims any intent or obligation to update publicly any forward-looking information, whether as a result of new information, future events or results or otherwise, other than as required by applicable securities laws.

This news release does not constitute an offer to sell or a solicitation of an offer to buy any of the securities described herein in the United States. The securities described herein have not been and will not be registered under the United States Securities Act of 1933, as amended, or any applicable securities laws or any state of the United States and may not be offered or sold in the United States or to the account or benefit of a person in the United States absent an exemption from the registration requirements