



## **Roadman Investments Appoints Pharma-based Executive Shawn Moniz to Board of Directors**

VANCOUVER, British Columbia – December 7, 2020 - Roadman Investments Corp. (TSXV:LITT) (FWB:1QD) (OTC:RMANF) ("**Roadman Investments**" or the "**Company**") a Canadian Venture Capital and Advisory Firm, is pleased to announce that Shawn Moniz has been appointed to the Company's Board of Directors effective immediately.

Luke Montaine, CEO of Roadman Investments commented, "We are excited to have Shawn Moniz join our Board of Directors, and look forward to integrating his deep knowledge of the pharmaceutical industry into our Company. His extensive knowledge of the US and Canadian pharmaceutical space in regards to marketing strategies, product development and consumer behavioural analysis will go a long way in adding value to our initiatives for 2021 and beyond."

Shawn Moniz commented, "I'm very pleased and excited to have joined the team at Roadman Investments, and I am especially looking forward to working with the Clov BioPharma team. I see great untapped potential in this company's ability to productize its Cedar Leaf Oil into the mass production wheel of sanitation products for today's clean conscience consumer. I look forward to leveraging my experience in working with Dr James Hudson, and the larger team at Roadman".

### **Shawn Moniz**

Shawn is currently the CEO of **Plant & Co. Brands Inc.**, a public company trading on the Canadian Securities Exchange ("CSE") under the symbol: **VEGN**. Shawn also sits on various technology advisory boards as he continues to be involved in entrepreneur-based initiatives spanning various verticals, pharmaceutical included.

Shawn has worked with the Pharma industry for over 20 years, most recently with Klick Health, Canada Largest Health Sciences Agency. In his career, Shawn has worked with almost every major player in the Canada and US pharmaceutical Markets developing and strategizing multi-million dollar consumer programs. Most notably, his career client list includes AstraZeneca, Pfizer, Astellas, Takeda, Navartis, Nova nordisk, Edna, UCB, Shire, Merk, Baxter, and Sanofi.

During his tenure in the pharmaceutical vertical Shawn has helped develop countless product strategies, customer journey programs, media-driven allocation strategies including PPC, DTC and Veeva support programs for Canadian as well as American companies. These programs spanned over 23 disease states, including biological treatment applications of temperature-sensitive vaccines.

Shawn worked with his clients to develop monetization models for account groups and individual brands. The evolution of these models are still used by some companies today. Shawn will be looking to develop and implement such models with the BioPharma and Roadman teams and work hand in hand with the monetization focus of the company for this upcoming quarter, and upcoming fiscal year of planning.

In addition, the Company also announces that it will be conducting a private placement financing for gross proceeds of up to \$300,000 through the issuance of up to 10,000,000 shares ("Shares") at a price of \$0.03 per Share.

The securities being offered under the private placement have not been, nor will they be, registered under the United States Securities Act of 1933, as amended, and may not be offered or sold in the United States or to, or for the account or benefit of, U.S. persons absent registration or an applicable exemption from the registration requirements. This press release shall not constitute an offer to sell or the solicitation of an offer to buy nor shall there be any sale of the securities in any State in which such offer, solicitation or sale would be unlawful.

### **About Roadman Investments**

Roadman Investments is a Canadian Venture Capital and Advisory Firm that strives to actively drive innovation and accelerate growth within its portfolio holdings. Roadman looks for companies and investments that offer breakthrough products, devices, treatments and health supplements with a focus on health and wellness.

#### **Luke Montaine**

CEO, Director

Roadman Investments Corp.

[Luke@roadmancorp.com](mailto:Luke@roadmancorp.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.**

This press release contains "forward-looking statements" within the meaning of applicable securities laws. Forward-looking statements can be identified by any statements that express or involve discussions with respect to predictions, expectations, beliefs, plans, projections, objectives, assumptions or future events or performance (often, but not always, using words or phrases such as "expects" or "does not expect", "is expected", "anticipates" or "does not anticipate", "plans", "estimates" or "intends", or stating that certain actions, events or results "may", "could", "would", "might" or "will" be taken, occur or be achieved), and variations of such words, and similar expressions are not statements of historical fact and may be forward-looking statements. Examples of forward-looking statements include, among others, statements we make about the Company, its subsidiaries or other Company's that the Company has invested in or is otherwise affiliated with, regarding planned research and development activities, financing arrangements, investment strategies, returns on investments, contractual obligations including but not limited to obligations to purchase materials or meet sales milestones, strategy for customer retention, growth, product development, market position, financial results and reserves, other statements relating to the financial and business prospects, management's ability to identify and evaluate investments, management's ability to obtain the necessary funding or obtain the necessary licenses and approvals

to operate, specifically, the necessary licenses and approvals to open any such facilities in California or the United States of America.

Forward-looking statements are neither historical facts nor assurances of future performance. Instead, they are based only on our current beliefs, expectations and assumptions regarding the future of our business, future plans and strategies, projections, anticipated events and trends, the economy and other future conditions. Because forward-looking statements relate to the future, they are subject to inherent uncertainties, risks and changes in circumstances that are difficult to predict and many of which are outside of our control. Our actual results and financial condition may differ materially from those indicated in the forward-looking statements. Therefore, you should not rely on any of these forward-looking statements. Important factors that could cause our actual results and financial condition to differ materially from those indicated in the forward-looking statements include, among others, the following: economic and financial conditions, including volatility in interest and exchange rates, commodity and equity prices and the value of financial assets, continued volatility in the capital or credit markets the adequacy of our cash flow to fund the operations of the Company or its affiliates, strategic actions, including acquisitions and dispositions and our success in evaluating acquired businesses and our success in developing the businesses underlying these acquisitions, the occurrence of hostilities, political instability or catastrophic events, changes in customer demand, the extent to which we are successful in gaining new long-term relationships with customers or retaining existing ones and the level of service failures that could lead customers to use competitors' services, developments and changes in laws and regulations, including increased regulation of the medical, health and wellness industries through legislative action and revised rules and standards applied by the international medical, pharmaceutical, health and wellness regulatory bodies, changes in the price of inventory and other key materials and disruptions in supply chains for these materials, closures or slowdowns and changes in contracted service provider costs and labor difficulties, including stoppages affecting either our operations or our service providers abilities to conduct research and develop and produce products, management's ability to operate our business models, availability of financing to provide sufficient working capital maintain the business as a going concern, availability of financing to fund the Company's or its subsidiaries business operations, including but not limited to, meeting the Company's obligations under the agreement with Psychedelic insights, compliance and approvals under the appropriate State and Federal laws and other factors as discussed in the Company's filings with Canadian securities regulators, which are available at [www.sedar.com](http://www.sedar.com).

Investors are cautioned that forward-looking statements are not guarantees of future performance or events and, accordingly are cautioned not to put undue reliance on forward-looking statements due to the inherent uncertainty of such statements. The forward-looking statements included in this news release are made as of the date hereof and the Company 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 securities legislation. This news is not for dissemination in the United States of America.