

# Victory Resources Corp. Signs Letter of Intent to Acquire an Interest in the CIA Cannabis Intelligence Agency

17.10.2019 | [ACCESS Newswire](#)

VANCOUVER, October 17, 2019 - [Victory Resources Corporation](#) (CSE:VR)(FWB:VR61) (OTC:VRCFF) ("Victory" or the "Company") announces that the company has signed a Letter of Intent (LOI) and entered into formal due diligence toward an investment in a company in the market research and data analytics space with a specialty focus on cannabis consumers called the CIA - Cannabis Intelligence Agency Inc. (CIA).

## CIA HIGHLIGHTS

- Employ a data driven approach to empower clients with a competitive advantage
- Support strategic planning with real insights from real people
- Possess and deploy the most comprehensive consumer segmentation profiles to optimize client brands, products and consumer experiences
- CIA insights will help clients:
  - Launch effective marketing campaigns to reach consumers within regulatory frameworks
  - Develop successful products and brands
  - Improve customer satisfaction, experience and loyalty
  - Effectively reach, inform and educate users and non-users of cannabis products

"We have been presented with multiple opportunities to invest in businesses that have the potential to generate new value propositions in their fields," said Mr. David Lane, Victory President and CEO. "Upon learning about this new opportunity, one that takes a data driven approach to understanding a new industry from inception, and being able to translate that into meaningful information for decision making, we were highly intrigued and are excited to formalize a due diligence process while the CIA advances. In addition to revenue generation with different client types, including companies and legislators, we see tremendous value in the treasure trove of the data itself."

## About the CIA

The CIA's vision is to be the leading market research and consumer insights group for the cannabis industry, employing a data-driven approach to empower our clients in gaining a competitive advantage in an emerging and competitive market.

"The CIA has been designed to provide credible research to help our clients understand their target market in relation to their brand, products and services," said Founder, Derek Mager. "We do not just deliver data, we integrate the qualitative and quantitative findings to produce a cohesive story reflecting the objectives and implications of the results in a relevant, meaningful and actionable manner."

As a diversified investment corporation, Victory is looking at multiple investment opportunities, including data and analytics, and anticipates that a potential investment in the CIA would be a long-term investment in a company that will deploy analytics and expertise to unveil consumer insights, providing a unique value proposition for clients including licensed producers, retailers, legislative bodies, research entities etc., and for the overall industry.

## For further information, please contact:

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## About Victory Resources Corporation

[Victory Resources Corp.](#) (CSE: VR) is a publicly traded diversified investment corporation with mineral interests in North America. The company is also currently seeking other opportunities.

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

*Forward Looking Statements: Certain information set forth in this news release may contain forward-looking statements that involve substantial known and unknown risks and uncertainties. All statements other than statements of historical fact are forward-looking statements, including, without limitation, statements regarding future financial position, business strategy, use of proceeds, corporate vision, proposed acquisitions, partnerships, joint-ventures and strategic alliances and co-operations, budgets, cost and plans and objectives of or involving the Company. Such forward-looking information reflects management's current beliefs and is based on information currently available to management. Often, but not always, forward-looking statements can be identified by the use of words such as "plans", "expects", "is expected", "budget", "scheduled", "estimates", "forecasts", "predicts", "intends", "targets", "aims", "anticipates" or "believes" or variations (including negative variations) of such words and phrases or may be identified by statements to the effect that certain actions "may", "could", "should", "would", "might" or "will" be taken, occur or be achieved. A number of known and unknown risks, uncertainties and other factors may cause the actual results or performance to materially differ from any future results or performance expressed or implied by the forward-looking information. These forward-looking statements are subject to numerous risks and uncertainties, certain of which are beyond the control of the Company including, but not limited to, the impact of general economic conditions, industry conditions and dependence upon regulatory approvals. Readers are cautioned that the assumptions used in the preparation of such information, although considered reasonable at the time of preparation, may prove to be imprecise and, as such, undue reliance should not be placed on forward-looking statements. The Company does not assume any obligation to update or revise its forward-looking statements, whether as a result of new information, future events, or otherwise, except as required by securities laws.*

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