



The BC Bud Co Announces Option Grants and Service Agreement

VANCOUVER, BC, January 31, 2025 – The BC Bud Corporation (CSE: BCBC) (OTC: BCBCF) (FSE: W04) (“The BC Bud Co” or the “Company”) announces that it has issued an aggregate of 750,000 incentive stock options (“Options”) to certain consultants of the Company, pursuant to the Company's omnibus share incentive plan. Each Option is exercisable by the holder to purchase one common share of the Company at an exercise price of \$0.12 for a period of two years.

Service Agreement

The Company also announces that it has entered into a services agreement (the "Agreement") effective February 7, 2025, with Walk The Street Capital ("WTS Capital"), an arm's length party to the Company. Pursuant to the Agreement, WTS Capital has agreed to provide promotional marketing services to the Company, including the preparation and posting of analysis articles, news releases, a marketing video, and collaborative written content and social media engagement services using email and platforms such as X, Reddit and Discord, in consideration for an aggregate cash fee of \$30,000, payable upfront, and the grant of 250,000 fully vested stock options. The stock options are exercisable at \$0.12 per share for a period of two years. The term of the Agreement is for a period of six months.

WTS Capital's business address is 405 Ridge Rd, Ridgeway, ON L0S 1N0, it's contact email is info@wtscapital.io and phone number is 905-321-1470.

About The BC Bud Co.

The B.C. Bud Co. is a house of brands created by industry professionals who are passionate about the user experience.

On behalf of the board of directors of The BC Bud Co.

Brayden Sutton
Chief Executive Officer and Director

Investor Relations

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Disclaimer

Forward-Looking Statements

This release includes certain statements and information that may constitute forward-looking information within the meaning of applicable Canadian securities laws. Forward-looking statements relate to future events or future performance and reflect the expectations or beliefs of management of the Company regarding future events. Generally, forward-looking statements and information can be identified by the use of forward-looking terminology such as “intends” or “anticipates”, or variations of such words and phrases or statements that certain actions, events or results “may”, “could”, “should”, “would” or “occur”. This information and these statements, referred to herein as “forward-looking statements”, are not historical facts, are made as of the date of this news release and include without limitation, statements regarding the expected services to be provided to the Company pursuant to the Agreement and the compensation to be provided in consideration thereof. Accordingly, readers should not place undue reliance on the forward-looking statements and information contained in this news release. Readers are cautioned that the foregoing list of factors is not exhaustive.

In making the forward-looking statements in this news release, the Company has applied certain material assumptions, including without limitation, the services to be provided pursuant to the Agreement will be as expected, the Agreement will not be terminated early, the potential benefits provided to the Company by entering into the Agreement, and that the Company’s business plans will remain unchanged. These forward-looking statements involve numerous risks and uncertainties and actual results might differ materially from results suggested in any forward-looking statements. These risks and uncertainties include, among other things, risks related to the services provided pursuant to the Agreement differing from management’s current expectations and the Agreement being terminated early.

Although management of the Company has attempted to identify important factors that could cause actual results to differ materially from those contained in forward-looking statements or forward-looking information, there may be other factors that cause results not to be as anticipated, estimated or intended. There can be no assurance that such statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. Accordingly, readers should not place undue reliance on forward-looking statements and forward-looking information. Readers are cautioned that reliance on such information may not be appropriate for other purposes. The Company does not undertake to update any forward-looking statement, forward-looking information or financial outlook that are incorporated by reference herein, except in accordance with applicable securities laws.

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