

EAT WELL GROUP ANNOUNCES NEW CEO

VANCOUVER, BC, January 14, 2024 – Eat Well Investment Group Inc. (CSE: **EWG**) (US: **EWGFF**) (FSE: **6BC0**) (“**Eat Well**” or the “**Company**”), a leading plant-based food agribusiness, today announced that the Company’s Board of Directors has appointed Daniel Brody as President and CEO, effective immediately.

As Eat Well Group evolves into a consolidated global agricultural company through the sale of non-core assets, the Company’s former President, CEO, and Director, Marc Aneed, has stepped down from his roles to pursue other opportunities within the CPG sector.

Mr. Brody is one of Eat Well’s largest shareholders and an Independent Director, his aligned interests underscore his commitment to generating value for shareholders. He brings extensive public market experience, capital-raising expertise, and a Board aligned strategic vision for the future of the Company to his new role.

"I have great confidence in Mr. Brody and the leadership team to drive success moving forward," commented Marc Aneed, the Company's former President & CEO. "Mr. Brody has been an integral part of the Eat Well team for nearly five years, bringing invaluable experience, innovative ideas, and a deep understanding of our business."

Daniel Brody commented, “I’m pleased to step into the role of President & CEO. Our immediate priorities include, continuing to scale our agribusiness operations, lifting the CTO to resume trading, and advancing strategic M&A initiatives. Once trading resumes, we are confident Eat Well Group will emerge as a stronger and more efficient global agribusiness. We are committed to delivering value and driving profitable growth for our shareholders. I’m excited about the future and grateful for the Board’s support as we navigate this transition. The Board thanks Mr. Aneed for his contributions since Eat Well's founding and wishes him well in his future endeavors.”

About Eat Well

Eat Well Group is a pioneering Canadian-based company leading the way in the future of sustainable, plant-based foods. With a rich history spanning nearly 45 years, our subsidiaries have been at the forefront of processing, distributing, and marketing premium-quality plant-based foods. Operating with IP-driven facilities across North America, we distribute to over 35 countries worldwide. With a talented team of over 80 employees, we take pride in our products consistently ranking among the top 10 globally. With our family of private label and owned brands, we are dedicated to feeding families worldwide with excellence and innovation.

Contact Information

Eat Well Investment Group Inc.
Daniel Brody, CEO
ir@eatwellgroup.com
www.eatwellgroup.com

Disclaimer for Forward-Looking Statements

This news release contains certain forward-looking information and forward-looking statements within the meaning of applicable Canadian and United States securities legislation (collectively “forward-looking statements”). Forward-looking information are often, but not always, identified by

the use of words such as “seek,” “anticipate,” “believe,” “plan,” “estimate,” “expect,” “likely” and “intend” and statements that an event or result “may,” “will,” “should,” “could” or “might” occur or be achieved and other similar expressions. These forward-looking statements include, but are not limited to, statements related to the filing of financial statements and other delayed filings, the Company’s application for revocation of the cease trade order, the resumption of trading of the Company’s shares, future developments and the business and operations of the Company. Such forward-looking statements should not be unduly relied upon. Forward-looking information is based on assumptions that may prove to be inaccurate. The Company considers these assumptions to be reasonable in the circumstances. However, forward-looking information is subject to business and economic risks and uncertainties and other factors that could cause actual results of operations to differ materially from those expressed or implied in the forward-looking information, including the business, financial, credit and other market risks. The forward-looking statements in this news release are made as of the date of this release. The Company disclaims any intention or obligation to update or revise such information, except as required by applicable law. For more information on the Company and the risks and challenges of its business, investors should review the Company’s continuous disclosure filings that are available at www.sedarplus.ca.

The Canadian Securities Exchange has neither approved nor disapproved the information contained herein and does not accept responsibility for the adequacy or accuracy of this news release.