

Ultra Brands Ltd.
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Vancouver, BC V6C 0A6

NOT FOR DISSEMINATION IN THE UNITED STATES

NEWS RELEASE

ULTRA BRANDS LTD. ANNOUNCES QIAN TO THE BOARD

Vancouver, BC, April 10, 2025 – Ultra Brands Ltd. (the "Company" or "Ultra") (CSE: "ULTA") announces that Mr. Jia Qian has been appointed to the board of directors of the Company, effective immediately.

Mr. Qian joins the board following the passing of Mr. David Bentil, a long-standing director whose dedication and contributions were instrumental in the Company's development. The Company extends its heartfelt condolences to Mr. Bentil's family, friends, and colleagues.

"We are deeply saddened by the loss of David, who was a valued member of our board and a passionate supporter of our mission," said David Greenway, CEO of Ultra Brands Ltd. "At the same time, we are pleased to welcome Jia to the board. His expertise and leadership will be a strong addition as we continue to move forward."

Mr. Qian is an entrepreneur renowned for his dedication to social impact and positive change. As the founder of StrayFaces, Mr. Qian has demonstrated a robust commitment to both social welfare and community involvement. StrayFaces, since its launch in 2019, has marked numerous milestones, notably surpassing seven figures in revenue, as a result of Mr. Qian's visionary leadership. The company has stayed true to its mission, benefiting countless individuals and stray animals, showcasing a genuine passion for effecting tangible, meaningful change in society.

About Ultra Brands Ltd.

Ultra is an agri-food holdings company focused on innovative products and technologies in the food services industry including its wholly owned Black Sheep Vegan Cheeze Company, and its 100-per-cent-owned Be Good Plant-based Foods line of plant-based chicken, pork and beef products, as well as is currently investing in the research and development of keto-friendly plant-based candy products.

On behalf of the Board of Directors of Ultra Brands Ltd.

"David Greenway"
David Greenway
CEO

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Forward Looking Statements

Except for the statements of historical fact, this news release contains “forward-looking information” within the meaning of the applicable Canadian securities legislation that is based on expectations, estimates and projections as at the date of this news release. “Forward-looking information” in this news release includes information about the Transaction, including with respect to the closing thereof and the Company’s ability to provide accessible resources for mental health and access to a community of professionals for patients across Canada upon completion of the Transaction, as well as the intentions, plans and future actions of the Company. The forward-looking information in this news release reflects the current expectations, assumptions and/or beliefs of the Company based on information currently available to the Company, including with respect to assumptions about the Company’s ability to obtain the required approvals for the Transaction. Although the Company believes that the assumptions inherent in the forward-looking information are reasonable, forward-looking information is not a guarantee of future performance and accordingly undue reliance should not be put on such information due to the inherent uncertainty therein. The Company provides forward looking statements for the purpose of conveying information about current expectations and plans relating to the future and readers are cautioned that such statements may not be appropriate for other purposes. By its nature, this information is subject to inherent risks and uncertainties that may be general or specific and which give rise to the possibility that expectations, forecasts, predictions, projections or conclusions will not prove to be accurate, that assumptions may not be correct and that objectives, strategic goals and priorities will not be achieved. These risks and uncertainties include but are not limited those identified and reported in the Company’s public filings under the Company’s SEDAR profile at www.sedar.com. Although the Company has attempted to identify important factors that could cause actual actions, events or results to differ materially from those described in forward-looking information, there may be other factors that cause actions, events or results not to be as anticipated, estimated or intended. There can be no assurance that such information will prove to be accurate as actual results and future events could differ materially from those anticipated in such statements. The Company disclaims any intention or obligation to update or revise any forward-looking information, whether as a result of new information, future events or otherwise unless required by law.