



Happy Belly's Heal Wellness Announces the Signing of their 49th Franchise Agreement to be Located in Brampton, Ontario

Toronto, Ontario (March 12th, 2025) - Happy Belly Food Group Inc. (CSE: HBFG) (OTCQB: HBFGF) ("Happy Belly" or the "Company"), a leading consolidator of emerging food brands is pleased to announce that its Heal Wellness brand has signed its 49th franchise agreement. This franchised location will be for the area of Brampton, Ontario. Heal Wellness ("Heal") is a fresh smoothie bowls, acai bowls, and smoothies quick serve restaurant ("QSR").



“With our 49th franchise agreement now signed, Heal Wellness continues to strengthen its development pipeline and drive consistent organic growth,” said Sean Black, Chief Executive Officer of Happy Belly. “The steady stream of new franchise agreements and the securing of strategic real estate across Canada reinforces our expansion strategy while generating long-term value for our shareholders. Our vision remains clear—to establish Heal Wellness as the leading acai bowl and smoothie brand in Canada.”

“As we move forward in 2025, our focus remains on accelerating both organic and inorganic growth. Our franchise program continues to attract passionate partners, fueling rapid and sustainable expansion. With a well-established business model that mitigates the typical risks of entrepreneurship, we equip franchisees with the tools needed for success while maintaining the strength and reputation of our brands. This structured approach has been instrumental in Heal Wellness’ rapid national growth and is a testament to our operational efficiency. As the brand’s free cash flow grows, we plan to further expand corporate store development while leveraging additional momentum from our franchise network. With multiple locations already under construction, we anticipate announcing additional openings throughout the year as we further scale our presence across Canada.”

We are just getting started

Franchising

For franchising inquiries please see www.happybellyfg.com/franchise-with-us/ or contact us at hello@happybellyfg.com.

About Happy Belly Food Group

Happy Belly Food Group Inc. (CSE: HBFQ) (OTCQB: HBFQF) ("Happy Belly" or the "Company") is a leading consolidator of emerging food brands.



Sean Black
Chief Executive Officer

Shawn Moniz
Chief Operating Officer

FOR FURTHER INFORMATION, PLEASE VISIT:

www: www.happybellyfg.com or email hello@happybellyfg.com

If you wish to contact us please call: (604) 737-2303

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Cautionary Note Regarding Forward-Looking Statements

All statements in this press release, other than statements of historical fact, are "forward-looking information" with respect to the Company within the meaning of applicable securities laws. Forward-Looking information is frequently characterized by words such as "plan", "expect", "project", "intend", "believe", "anticipate", "estimate" and other similar words, or statements that certain events or conditions "may" or "will" occur and include the future performance of Happy Belly and her subsidiaries. Forward-Looking statements are based on the opinions and estimates at the date the statements are made and are subject to a variety of risks and uncertainties and other factors that could cause actual events or results to differ materially from those anticipated in the forward-looking statements. There are uncertainties inherent in forward-looking information, including factors beyond the Company's control. There are no assurances that the business plans for Happy Belly described in this news release will come into effect on the terms or time frame described herein. The Company undertakes no obligation to update forward-looking information if circumstances or management's estimates or opinions should change except as required by law. The reader is cautioned not to place undue reliance on forward-looking statements. For a description of the risks and uncertainties facing the Company and its business and affairs, readers should refer to the Company's Management's Discussion and Analysis and other disclosure filings with Canadian securities regulators, which are posted on www.sedarplus.ca.