

## Brand X Lifestyle Corp appoints Chief Operating Officer

**Vancouver, British Columbia- July 22, 2022, Brand X Lifestyle Corp., (“Brand X” or the “Company”) (CSE: BXXX)** is pleased to announce the appointment of Mr. Luke Montaine as Chief Operating Officer.

As COO, Mr. Montaine will be responsible for corporate governance, risk management, and regulatory compliance. Additional responsibilities will include management of external legal and corporate affairs.

Mr. Montaine has been involved in the capital markets for over 15 years in various capacities, including the roles of investment advisor, corporate development, corporate finance, and has organized fundraising for many venture capital and private equity situations. After studying economics at the University of British Columbia, Mr. Montaine began his career as an investment advisor at Global Securities Corporation, a boutique securities, and futures brokerage firm in Vancouver, British Columbia, prior to being acquired by PI Financial Corp. Mr. Montaine has had extensive experience in structuring, financing, and sourcing assets for various public and private companies. Mr. Montaine currently serves as an Officer or Director of several publicly traded companies.

“As we begin the process of building our investment portfolio while managing cost, I sincerely welcome the addition of Mr. Montaine. With the acquisition of CBIO and positive news throughout our portfolio, the ability to capitalize and grow our value is going to require a bigger team,” commented Arni Johannson, company CEO.

### **About Brand X Lifestyle Corp.**

Brand X is an investment issuer that actively invests in a diversified portfolio of early-stage to mid-level companies. Brand X leverages its extensive network of operators and global thought leaders to provide investors with unparalleled access to investments that are not normally accessible to the average retail investor. In addition to Ag Tech and Mining Tech IP, the Brand X portfolio now includes IP within the Global Hemp Consumer Brand vertical. Brand X provides capital, experience, and support to emerging market leaders in the progressive health, wellness, and technology spaces while building shareholder value.

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