



CSE: HAPY  
FWB: 015, WKN: A2QK6P

## NEWS RELEASE

**Vancouver, British Columbia** – October 28, 2021 – Happy Supplements Inc. (CSE: **HAPY**) (FWB: **015**, WKN: A2QK6P) (the “**Company**” or “**Happy**”) is encouraged by the results of a new study published in the October 15, 2021 edition of the *Journal of Urology*, a scientific, peer-reviewed publication, linking plant-based diets to a reduced risk of prostate cancer.

The prospective study observed 47,243 males over four-year periods for up to 28 years. Data for the study was obtained using food frequency questionnaires constructed to best discover the association between plant-based diets and the risk of prostate cancer. A total of 6,660 men were diagnosed with prostate cancer during the study, including 516 with advanced stage diagnosis, 958 with lethal disease, and 807 deaths from prostate cancer. Researchers found that a diet that consisted of greater consumption of plant-based foods was associated with a lower risk of prostate cancer. In men under 65 years of age at diagnosis, the greater overall consumption of plant-based foods was associated with a lower risk of advanced prostate cancer, and among younger men, greater consumption of a healthful plant-based diet was associated with lower risks of total prostate cancer. Researchers concluded that study provides supporting evidence suggesting that greater consumption of plant-based foods may be associated with lower risks of total and fatal prostate cancer among younger men.

*“Study findings like those presented in the Journal of Urology accentuate the positive benefits that a shift towards plant-based diets can have on one’s health in addition to helping reduce our carbon footprint,”* stated Steve Pear, CEO of Happy. *“With the Company looking at acquisitions such as the recently announced potential acquisition of a dairy-alternative start-up, we are even more encouraged, as we believe that this market space will continue to grow, as a result of such scientific findings and studies, and we look forward to being part of the plant-based environmental and health revolution.”*

The Company also announces that it has engaged aktiencheck.de AG (“**aktiencheck.de**”), and its CEO, Mr. Stefan Lindam, an arm’s length party to the Company, to provide digital marketing services to the Company for a period of three (3) months. The services will be provided at the request of the Company, from time-to-time, based upon an advertising budget determined by the Company, and will include the digital marketing consultation, advice, business strategy and digital advertisement placement (collectively, the “**Services**”). In consideration for providing the Services, the Company has agreed to pay to aktiencheck.de €200,000.00 (CDN \$290,000.00) for the Services, which shall commence on the date of payment and end on January 25, 2022.

The Company is not obligated to distribute any content through, or utilize the services of, aktiencheck.de, and may terminate the engagement at any time by providing thirty days written notice. Consideration offered to aktiencheck.de does not include any securities of the Company. Aside from this engagement, the Company does not have any relationship with aktiencheck.de, and its CEO, Mr. Stefan Lindam.

aktiencheck.de's business address is located at Bahnhofstraße 6, 56470 Bad Marienberg, Deutschland, email is stefan.lindam@aktiencheck.de and telephone number is +49 2661 9890020

### **About Happy Supplements**

Happy Supplements Inc. is an innovative beverage company focused on delivering high quality beverages both online and through local market retailers. Happy Supplements utilizes social media to deliver educational experiences with their customer base while demonstrating their innovative beverage technology.

### **ON BEHALF OF THE BOARD OF DIRECTORS**

Steve Pear

**Chief Executive Officer and Director**

#### ***For further information please contact:***

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*The CSE does not accept responsibility for the adequacy or accuracy of this release.*

*This news release may contain certain "Forward-Looking Statements" within the meaning of the United States Private Securities Litigation Reform Act of 1995 and applicable Canadian securities laws. When or if used in this news release, the words "anticipate", "believe", "estimate", "expect", "target", "plan", "forecast", "may", "schedule" and similar words or expressions identify forward-looking statements or information. These forward-looking statements or information may relate to the potential acquisition of bettermoo(d), and other factors or information. Such statements represent the Company's current views with respect to future events and are necessarily based upon a number of assumptions and estimates that, while considered reasonable by the Company, are inherently subject to significant business, economic, competitive, political and social risks, contingencies and uncertainties. Many factors, both known and unknown, could cause results, performance, or achievements to be materially different from the results, performance or achievements that are or may be expressed or implied by such forward-looking statements. The Company does not intend, and does not assume any obligation, to update these forward-looking statements or information to reflect changes in assumptions or changes in circumstances or any other events affecting such statements and information other than as required by applicable laws, rules and regulations.*