HAPPY GUT BRANDS

PRESS RELEASE

Happy Gut Brands Announces Grant of Stock Options

Vancouver, British Columbia – January 25, 2022 – Happy Supplements Limited. (CSE: HAPY) (FRANKFURT: 0150; WKN: A3C82E) (the "Company"), formerly known as Happy Supplements Inc., announces that it has granted incentive stock options to directors, and certain consultants of the Company, under its Stock Option Plan entitling them to purchase an aggregate amount of up to 1,550,000 common shares of the Company. The stock options are exercisable on or before January 25, 2027, at an exercise price of \$1.35 per common share. The stock options, and any common shares issued upon exercise of the stock options, are subject to a four month hold and one day period expiring on May 26, 2022.

ABOUT HAPPY GUT BRANDS LIMITED

Happy Gut Brands Limited 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
Happy Gut Brands Limited

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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. 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.