

HAPPY GUT BRANDS

Happy Gut Brands Upgrades to OTCQB Venture Market

Vancouver, British Columbia, Canada – May 11, 2022 – **Happy Gut Brands Limited** (CSE: **HAPY**), (OTCQB: **HPYGF**), (Frankfurt: **OI5**, WKN: **A2QK6P**) (the “**Company**” or “**Happy**”), formerly known as Happy Supplements Inc., an innovative beverage company focused on delivering high quality beverages through both online and local market retailers, is pleased to announce that it has received approval to upgrade from the OTC Pink Market to the OTCQB® Venture Market (the “**OTCQB**”).

Happy commenced trading on the OTCQB effective at market open on May 11, 2022, under the symbol “**HPYGF**”, and investors can find quotes for the Company’s common shares on www.otcmarkets.com. The Company’s shares will continue to trade on the Canadian Securities Exchange (“**CSE**”) under the symbol “**HAPY**”.

The OTCQB, operated by OTC Markets Group Inc., is designed for developing and entrepreneurial companies in the United States and abroad. Companies must be current in their reporting and undergo an annual verification and management certification process. The OTCQB is recognized by the United States Securities and Exchange Commission as an established public market providing public information for analysis and value of securities.

The elevated compliance and quality standards required of OTCQB listed companies provides investors with increased confidence in the companies in which they invest and is anticipated to provide the Company improved visibility in the US markets.

ABOUT HAPPY GUT BRANDS LIMITED

Happy Gut Brands 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.

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This news release may contain certain forward looking-statements and forward looking information (collectively, "Forward-Looking Statements") within the meaning of the applicable Canadian and U.S. securities laws, including the United States Private Securities Litigation Reform Act of 1995. All statements, other than statements of historical fact, included herein including, without limitation, statements with respect to the impact of elevated compliance and quality standards required of OTCQB listed companies on the increased confidence of investors and the anticipated impact of the Company's listing on the OTCQB with respect to improved visibility in the US markets, are forward-looking statements. 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.