



Pegasus Mercantile Beverage Business Unit News

Dario Meli Joins Advisory Team

Vancouver: January 8, 2025 – Pegasus Mercantile Inc. (formerly Xtacy Therapeutics Corp.) (CSE: LOAN) (Frankfurt: TT5) (OTC: XTCYF) (“the Company) announces Dario Meli, co-founder of Hootsuite joining the advisory team and provides beverage business unit news.

On November 26, 2025, the Company announced it would be creating a subsidiary focusing on developing and distributing alcoholic and non-alcoholic wellness beverages. Pegasus is pleased to announce a new strategic partnership with Solo Beverage Company Ltd., to lead this unit. Solo recently acquired The Classics company helmed by Hootsuite co-founder Dario Meli. The Classics has all-natural low-calorie and low sugar ready-to-drink alcoholic beverages that are known for popularity in the liquor industry especially among the younger health-conscious demographic. As highlighted in the November release, Pegasus plans to help finance the future growth of this business unit with a capital raise up to near \$2 million after regulatory approvals are obtained.

Beverage entrepreneurs are utilizing enhanced marketing initiatives including AI to develop their products by building a brand community backed by technology innovations and social media platforms as well as celebrity endorsements.

New Advisor:

Dario Meli will be joining the Pegasus advisory team. He is the Executive Chairman at Quietly Media Inc., a content marketing agency based in Vancouver, British Columbia. He is a seasoned entrepreneur and business leader with a track record of founding and leading successful technology ventures. Meli has over 25 years of experience in the tech industry, during which he has founded several successful companies. Some of his notable ventures include: Quietly Media Inc.; Hootsuite (Co-founder); Invoke Media; and Foodee.

Dario has founded many successful businesses and is a true visionary. Given his vast investment experience, he will help the company to identify emerging technologies and opportunities with all our acquisitions, said Meris Kott, CEO.

About Pegasus Mercantile:

Pegasus is a prospect generator that provides high growth companies with technology, financial, operational, and management assistance in the fast growing market for global wellness products and novel consumer goods and services.

For further information visit website:

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Further information about the Company is available on www.SEDARplus.com under the Company's profile.

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