

## **EMPOWER CLINICS UNVEILS "THE MEDI-COLLECTIVE" NATIONAL CLINIC BRAND, LOGOS, TRADEMARKS AND SOCIAL MEDIA CHANNELS IN ADVANCE OF MULTIPLE ROLLING CLINIC LAUNCHES BEGINNING IN EARLY SEPTEMBER IN KEY CANADIAN CITIES**

*The Medi-Collective "TMC" Brand Launch Provides Last Piece Of The Puzzle As Empower Clinics Moves To First New And Rolling Launches Of National Clinic Strategy, Commencing In Ontario*

**VANCOUVER BC: August 16, 2021 – EMPOWER CLINICS INC. (CBDT: CSE) (8EC: Frankfurt) (EPWCF: OTCQB)** ("Empower" or the "Company") an integrated healthcare company - serving patients through medical centers, telemedicine platforms and a high complexity medical diagnostics laboratory processing thousands of COVID-19 specimens – is pleased to announce the launch of "The Medi-Collective" ("TMC") brand in anticipation of the opening and rollout of the Company's next clinics in September.

"The launch of The Medi-Collective brand is a major step forward in our national clinics rollout strategy because it signals to the market that we are building a professional, unified and national brand as we prepare to launch and rollout new clinics this September and never look back" said Steven McAuley, Chairman & CEO of Empower. "The brand name showcases the evolution of the Empower Clinics network. With impending locations in key cities across the country, a synergistic, patient service-oriented brand reaffirms our commitment to meeting the evolving healthcare needs of Canadians."

### **SEEING IS BELIEVING - TMC WEBSITE, SOCIAL MEDIA CHANNELS AND BRAND GUIDE**

Shareholders can view The Medi-Collective brand on its bespoke website and various social media accounts as of this morning. The new brand identity utilizes a modified hyphen to convey its focus on a collaborative model of healthcare, metaphorically combining the medical practice with a coordinated team of expert practitioners.

The Company invested a significant amount of time, research, and energy to develop a brand capable of appealing and competing with National and North American scale. Moreover, the Company has invested significant financial resources to protect the new intellectual property including trademark filings for the brand, logos and tag lines.

As a result, the Company is now happy to invite shareholders to view the following:

TMC Website	<a href="https://themedicollective.com/">https://themedicollective.com/</a>
TMC LinkedIn	<a href="https://www.linkedin.com/company/themedi-collective/">https://www.linkedin.com/company/themedi-collective/</a>
TMC Facebook	<a href="https://www.facebook.com/themedicollective">https://www.facebook.com/themedicollective</a>
TMC Twitter	<a href="https://twitter.com/tmedicollective">https://twitter.com/tmedicollective</a>
TMC Instagram	<a href="https://www.instagram.com/themedicollective/">https://www.instagram.com/themedicollective/</a>
TMC Brand Guide	Available through Investor Relations and email blast

A review of the brand guide and supporting online assets demonstrates very clearly that TMC is far beyond just a new name and logo. Rather, TMC brand assets illustrate how the Company is preparing for serious and significant growth of its clinics and medical centers.

“With our TMC brand we are focused on two things; clear and understandable messaging combined with unique and memorable design aesthetics, that together reflect the brand’s mission of effective, collaborative healthcare. We look forward to being a part of the growth and development of TMC as it enters the real-world space and begins to take on a positive leadership role in the health and care of patients.” said Rika Heywood, from Heywood Beaudry Creative Inc., creative directors of Empower.

## **FIRST NEW CLINIC LAUNCH AND RAPID ROLLOUT BEGINS IN EARLY SEPTEMBER**

[On August 11th](#) the Company provided shareholders with an update on its progress of opening new clinic locations that are now in various stages ranging from LOI's, to leases signed, construction underway and opening dates pending.

The Company can now confirm the first new clinic launches will take place in September - location and ribbon cutting ceremonies to be announced - with rollouts of further locations continuing on a regular basis from that point forward.

### **SIGNED LEASES with construction underway**

- |                  |                       |
|------------------|-----------------------|
| 1) Etobicoke, ON | Pharmacy proximity    |
| 2) London, ON    |                       |
| 3) Etobicoke, ON | 2nd flagship location |
| 4) Hamilton, ON  | Pharmacy proximity    |
| 5) Ajax, ON      | Pharmacy proximity    |
| 6) Hamilton, ON  | Pharmacy proximity    |
| 7) Kitchener, ON | Pharmacy proximity    |

### **LEASES Signed & Pending Signature**

- |                    |                    |
|--------------------|--------------------|
| 1) Barrie, ON      | Pharmacy proximity |
| 2) Mississauga, ON | Signature pending  |
| 3) Waterloo, ON    | Signature pending  |

### **PENDING LOI'S & LEASES**

- |                       |                    |
|-----------------------|--------------------|
| 1) Sudbury, ON        | Pharmacy proximity |
| 2) Chatham, ON        | Pharmacy proximity |
| 3) Nepean, ON         | Pharmacy proximity |
| 4) Peterborough, ON   | Pharmacy proximity |
| 5) St. Catherines, ON | Pharmacy proximity |

This press release is available on the Empower Clinics Verified Forum on AGORACOM for shareholder discussion, questions and engagement with management  
<https://agoracom.com/ir/EmpowerClinics>

### **ABOUT THE MEDI-COLLECTIVE:**

The Medi-Collective (TMC) is a multi-disciplinary group of medical practitioners dedicated to applying a collaborative working model with the goal of effective physical and mental community healthcare and positive wellness. Our practice starts and ends with the people

who make up our community. From our top-quality practitioners striving for excellence every day, to each and every client we care for. Together, we're all healthy. We believe that effective healthcare is as much a mental approach as a physical one. By bringing together the power of positive attitudes with the most advanced medical methodologies we create the best possible opportunity to produce the best possible outcomes for everyone involved, physically and mentally.

#### **ABOUT EMPOWER:**

Empower is an integrated healthcare company that provides body and mind wellness for patients through its clinics, with digital and telemedicine care, and world-class medical diagnostics laboratories. Supported by an experienced leadership team, Empower is aggressively growing its clinical and digital presence across North America. Our Health & Wellness and Diagnostics & Technology business units are positioned to positively impact the integrated health of our patients, while simultaneously providing long term value for our shareholders.

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

Steven McAuley  
Chief Executive Officer

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#### **DISCLAIMER FOR FORWARD-LOOKING STATEMENTS**

*This news release contains certain "forward-looking statements" or "forward-looking information" (collectively "forward looking statements") within the meaning of applicable Canadian securities laws. All statements, other than statements of historical fact, are forward-looking statements and are based on expectations, estimates and projections as at the date of this news release. Forward-looking statements can frequently be identified by words such as "plans", "continues", "expects", "projects", "intends", "believes", "anticipates", "estimates", "may", "will", "potential", "proposed" and other similar words, or information that certain events or conditions "may" or "will" occur. Forward-looking statements in this news release include, but are not limited to, statements regarding: the expected*

*benefits to the Company and its shareholders as a result of the acquisition of Kai Medical Laboratory; the transaction terms; the expected number of clinics and patients following the closing; the future potential success of Kai Medical Laboratory, Sun Valley's franchise model; launch of new healthcare centers and the occurrence thereof; that the Company can bring healthcare to millions of Canadians; that new healthcare services can be added and that the Company will be positioned to be a market-leading service provider for complex patient requirements in 2020 and beyond. Such statements are only projections, are based on assumptions known to management at this time, and are subject to risks and uncertainties that may cause actual results, performance or developments to differ materially from those contained in the forward-looking statements, including: that Kai Medical Laboratory will successfully win any US Government RFP; that the MedX Health pilot program will be successful; that Empower will place the MedX Health tele dermatology product in health centers in North America; that the Company's products may not work as expected; that the Company may not be able to expand COVID-19 testing; that legislative changes may have an adverse effect on the Company's business and product development; that the Company may not be able to obtain adequate financing to pursue its business plan; that the Company will be able to commence and/or complete build-outs and tenants improvements for Canadian clinics or Kai Medical Laboratory expansion in 2Q 2021; that general business, economic, competitive, political and social uncertainties; failure to obtain any necessary approvals in connection with the proposed transaction; and other factors beyond the Company's control. No assurance can be given that any of the events anticipated by the forward-looking statements will occur or, if they do occur, what benefits the Company will obtain from them. Readers are cautioned not to place undue reliance on the forward-looking statements in this release, which are qualified in their entirety by these cautionary statements. The Company is under no obligation, and expressly disclaims any intention or obligation, to update or revise any forward-looking statements in this release, whether because of new information, future events or otherwise, except as expressly required by applicable laws.*