

# MEZZI HOLDINGS INC.

#1001 – 1185 West Georgia Street, Vancouver BC

**NEWS RELEASE** Tel: 778-998-9242 | Fax: 604-685-4675 | **TSX.V: MZI**

## MEZZI INITIATES STRATEGIC REVIEW

**April 4<sup>th</sup>, 2017:** Mezzi Holdings Inc. ("MEZZI", "MEZZI BRAND GROUP" or the "Company") (TSX-V: MZI, FRA: OMZ) announces its intention to explore strategic alternatives regarding its interest in MEZZI Smart Luxury and its overall business focus.

### Initiation of Strategic Review

The Board has begun to initiate a process to identify, examine and consider a range of financial and strategic alternatives available to the Company in connection with its brands, MEZZI Smart Luxury and Capital Eyewear with a view to enhancing shareholder value. These alternatives include, but are not limited to, making acquisitions of other brands and e-commerce brand managers, seeking financial and/or industry partners to participate in the development of its brands and selling some of or all of a brand.

The Company is in the process of relocating its office to Los Angeles, California and completing the recruitment of new staff and more importantly, new leadership for its MEZZI Smart Luxury brand. The brand is relocating to take advantage of the deeper talent pool in accessory design, overseas production and e-commerce sales.

"We have concluded that it is in the interest of our customers, employees, and shareholders to quickly and efficiently explore potential alternatives to our current operational structure," commented Keir Reynolds, chief executive officer. "This may include the sale or separation of one or more of our business units, acquisitions of both new business divisions and executive leadership or other strategic alternatives."

### About MEZZI BRAND GROUP

MEZZI Brand Group is a Vancouver-based consumer accessory brand management company. We believe that great brands are built one great product and one valued customer at a time. We have gathered a group of young talented experts ranging from accessory design, product development, marketing, branding, e-commerce, digital media and PR to build and scale our millennial-customer focused brands. A well-defined, strategic philosophy and clear mission statement promotes and protects MEZZI Brand Group's most valuable assets – our brands – MEZZI Smart Luxury and Capital Eyewear.

### For further information, please contact:

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**ON BEHALF OF THE BOARD**

***Keir Reynolds***  
**Chief Executive Officer**

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