



New Wave Subsidiary, Way of Will Inc., Announces Receipt of Purchase Order for Nail & Cuticle Serum from Popular Self-Care Subscription Service TheraBox

TORONTO, ON, March 16, 2021 /CNW/ - NEW WAVE HOLDINGS CORP. (the "Company" or "New Wave") (CSE: SPOR) (FWB: 0XM2) (OTCPK: TRMNF) an investment issuer that provides capital and support services, is pleased to announce its receipt of a purchase order for **20,000 units** of Way of Will's *Strengthening Nail & Cuticle Serum* from the well-loved subscription service, TheraBox.

Way of Will's nourishing nail and cuticle serum will be one of the featured items in TheraBox's May 2021 subscription-box package. TheraBox is adored by thousands of customers – particularly women – who make an effort to prioritize self-care and who value mental well-being. While the majority of their customers are located in the U.S., approximately 8% of its subscribers are in Canada and 2% are spread across other parts of the world. The popular subscription-box company was founded by a therapist, who used her knowledge and understanding of the intricate workings of the brain to establish the foundation of this happiness-inducing service.

The Way of Will *Strengthening Nail and Cuticle Serum* draws on the natural nourishing powers of lavender, geranium, and ylang-ylang essential oil to fortify nails and moisturize the surrounding skin. Maintaining healthy hands and nails is an essential yet often overlooked part of the self-care regimen; this serum was created to provide anyone and everyone with an easy, convenient way to restore nails' natural sheen and keep hands looking healthy.

"Self-care is a top priority for us, when it comes to both our customers and our own internal team," said Willie Tsang, CEO of Way of Will. "That's why we're so pleased to be a part of TheraBox's lovingly curated selection. We incorporate natural ingredients and top-grade essential oils into our products because we believe that skin-care products – or any product, for that matter – should benefit us both physically and mentally. We believe our vision aligns well with TheraBox's mission to help customers become happier, healthier versions of themselves."

ABOUT NEW WAVE HOLDINGS CORP.

New Wave Holdings Corp. (CSE: SPOR, FWB: 0XM2, OTCPK: TRMNF) is an investment issuer focused on the burgeoning nutraceutical and psychedelic sector and support for adaptive and progressive health and wellness products and therapies. New Wave subsidiaries contain various health and beauty products within its portfolio of non-psychoactive plants and fungi as it continues to expand its product distribution through vertical integration to provide end to end solutions while capturing a high margin business model.

Investors interested in connecting with New Wave Holdings can learn more about the company and contact the team at <http://newwavecorp.com>.

Information relating to WAY OF WILL INC., contained in this news release was provided by WAY OF WILL INC. and/or its agent and has not been independently verified by the Company. The Company does not take responsibility for the accuracy of such information.

The CSE has not in any way passed on the merits of the Acquisition, and neither has approved nor disapproved the contents of this press release. Neither the CSE nor its Market Regulator (as that term is defined in the policies of the CSE) accepts responsibility for the adequacy or accuracy of this release.

FORWARD-LOOKING INFORMATION DISCLAIMER

Certain statements contained in this news release may constitute forward-looking information, including but not limited to, applicable regulatory approval in connection with the Acquisition, the closing of the Acquisition, expansion of operations, size and quality of future tournaments and projections regarding

attendance at future events. Forward-looking information is often, but not always, identified by the use of words such as "anticipate", "plan", "estimate", "expect", "may", "will", "intend", "should", and similar expressions. Forward-looking information involves known and unknown risks, uncertainties and other factors that may cause actual results or events to differ materially from those anticipated in such forward-looking information. The Company's actual results could differ materially from those anticipated in this forward-looking information as a result of competitive factors and competition for investment opportunities, challenges relating to operations in international markets, transaction execution risk, changes to the Company's strategic growth plans, and other factors, many of which are beyond the control of the Company. The Company believes that the expectations reflected in the forward-looking information are reasonable based on current expectations and potential investment pipeline, but no assurance can be given that these expectations will prove to be correct and such forward-looking information should not be unduly relied upon. Any forward-looking information contained in this news release represents the Company's expectations as of the date hereof and is subject to change after such date. The Company disclaims any intention or obligation to update or revise any forward-looking information whether as a result of new information, future events or otherwise, except as required by applicable securities legislation.

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For further information: Willie Tsang, Interim Chief Executive Officer, New Wave Holdings Corp., willie@willie-tsang.com

CO: New Wave Holdings Corp.

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