



Yummy Bear Rolls out into National Pharmacy Retailer with over 800 Locations Nationwide

VANCOUVER, BC, Nov. 26, 2021 /CNW/ - **Yummy Bear Goods Inc.**, (CSE: YUMY) ("**Yummy Bear**" or the "**Company**") has received its initial purchase order for its low sugar "Better for You" confectionary at one of Canada's largest pharmacy chains. With over 800 stores across the country, this chain is one of Canada's leading independent pharmacy and drugstore retailers. Since being founded in 1981, the company has focused on building a national platform of community-based retail outlets designed to provide customers with exceptional service, products, and advice.

"To date, this is our company's largest retailer placement and accomplishment. This is a game changing vendor and will help take Yummy Bear to the next level. Rolling out into one of the nation's largest chains shows that there is an active gap in the confectionary space that we are filling. We expect to have high sell throughs and with this added store presence, be able to add more significant vendors to our company. We are very proud at the progress we have made in a short period, but we expect much more in the coming months," states CEO and Founder, Erica Williams.

The company's stores operate independently, and they range in size from small dispensaries to large-format home healthcare pharmacies. Each region has a Board of Directors as well as representation on the national Board of Directors. The company's business model is one of self-governance, where pharmacy owners are elected to serve on its regional Boards of Directors. This way, the needs of the owners are served by other owners, and not by a separate corporate entity. The success of this model has played an important part in the attracting of new members and its growing store count across the country.

"When we started Yummy Bear we knew pharmacies were going to be a key vendor. I am proud to say we have truly begun to execute our plan of rolling out into the top pharmacies in the nation. Being involved in the food industry for years now, I can truly say this is a milestone achievement for our company and is a great sign of things to come," states Director, Cassidy McCord.


Yummy Bear is an affordable health-conscious low-sugar plant-based confectionery company based in Vancouver, British Columbia and it has developed a portfolio of healthier gelatine-free candies made from non-GMO ingredients with proprietary recipes. All of its products are free of gelatin, soy, gluten, nuts, dairy, eggs, sugar alcohols, artificial sweeteners and genetically modified organisms.

Cautionary Statement Regarding Forward-Looking Information

Except for the statements of historical fact, this news release contains "forward-looking information" within the meaning of the applicable securities legislation. The information in this news release about future plans and objectives of the Company, are forward-looking information. This forward-looking information is based on reasonable assumptions and estimates of management of the Company at the time it was made, and involves known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of the Company to be materially different from any future results, performance or achievements expressed or implied by such forward-looking information. Such factors include, among others: general business, economic and social uncertainties; local and global market and economic uncertainties arising in respect of the COVID-19 pandemic; litigation, availability of key product ingredients, legislative, environmental and other judicial, regulatory, political and competitive developments; the ability to effectively expand

manufacturing and production capacity; the ability to obtain retail partners to distribute Company products, the success of market initiatives and the ability to grow brand awareness; the ability to attract, maintain and expand relationships with key strategic vendors; our ability to predict consumer taste preferences; delay or failure to receive regulatory approvals; the sufficiency of our cash to meet liquidity needs; those additional risks set out in the Company's public documents filed on SEDAR at www.sedar.com; and other matters discussed in this news release. Accordingly, the forward-looking statements discussed in this release may not occur and could differ materially as a result of these known and unknown risk factors and uncertainties affecting the Company. Although the Company believes that the assumptions and factors used in preparing the forward-looking statements are reasonable, undue reliance should not be placed on these statements, which only apply as of the date of this news release, and no assurance can be given that such events will occur in the disclosed time frames or at all. Except where required by law, the Company disclaims any intention or obligation to update or revise any forward- looking statement, whether as a result of new information, future events, or otherwise.

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