



YUMMY BEAR GOODS ANNOUNCES PARTNERSHIP WITH ONE OF CANADA'S TOP ONLINE RETAILERS WELL.CA

VANCOUVER, BC, Dec. 16, 2021 /CNW/ - **Yummy Bear Goods Inc.**, (CSE: YUMY) ("**Yummy Bear**" or the "**Company**") has begun selling its low sugar "Better for You" candy on online Canadian retailer Well.ca. Well.ca was founded in 2008 and has grown into one of the largest online retailers in Canada specializing in health, beauty, baby, home, and green and natural products. They carry over 40,000 different products on their online store.

Well.ca is a subsidiary of McKesson Corporation. McKesson Corporation is the 7th largest Fortune 500 company in the United States. The company distributes pharmaceuticals and provides health information technology, medical supplies, and care management tools. In addition, McKesson Canada owns Rexall Pharmacy Group, the second largest retail pharmacy chain in Canada with 430 locations. Well.ca partners with Rexall for distribution of products ordered through the online retailer.

"We are excited to partner with Well.ca to launch into one of the largest online retailers in Canada that specializes in health and wellness. Well.ca has a large clientele of users looking for healthy delicious products just like ours. Since its launch, Well.ca has grown into one of the most trusted locations for health and natural products and we are proud to partner with them, the McKesson Corporation, and Rexall. In the coming months, we will be looking to further our relationship with the parent companies and hopefully gain substantial shelf space" states Chief Executive Officer, Erica Williams.


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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