

**THE YUMY CANDY COMPANY INC.**  
**25th Floor, 700 West Georgia Street**  
**Vancouver, British Columbia**  
**V7Y 1B3**

**YUMY CANDY PROVIDES CORPORATE UPDATE AND 2022 IN REVIEW**

**VANCOUVER, BC, March 2nd, 2023 – The Yumy Candy Company Inc., (CSE: TYUM) ("Yumy" or the "Company")**, Canada's first publicly traded low sugar, plant-based confectionery company, is pleased to provide a corporate update on milestones and accomplishments over the past year. The Company has accomplished impressive sales growth and retailer acceptance into various large multinational retailers, developed and launched its new Yumy Soda line, and commenced its US expansion plan. The Company is projecting continued growth and expansion over the upcoming 2023 term as consumer acceptance and feedback remains exemplary.

The Company provides its 2022 in review below.

**Q4 2022 (November – January 2023)**

The Company continued progress with securing US distribution partners and connecting with key buyer contacts at US retail outlets. The Yumy brand continued to sell through Canadian inventory exceeding expectations with repeat sales through North America's largest retailer Walmart.

**Q3 2022 (August-October)**

The Company focused marketing efforts on expanding the brand ambassador program and affiliate marketing programs, in addition to hosting multiple in-store demo tastings to support sales through retail partners.

The Company CEO and team attended various events including:

- CHFA Expo in Toronto, Canada with over 3,000 attendees.
- EXPO East in Philadelphia, USA with over 30,000 attendees.
- Everyday Summer and Seasonal Program in San Diego, USA winning the best non-chocolate for the Buyers Choice Award voted by top buyers from notable retailers such as Metro.

The Company extended the expiry date of an aggregate of 20,000,000 common share purchase warrants by 24 months to October 29, 2024. These common share purchase warrants were issued pursuant to the reverse takeover acquisition of Yumy.

**Q2 2022 (May – July)**

Yumy Candy continued both US & Canadian expansion entering agreement with Active Marketing Group for sales growth and achieved many sales milestones including:

- Yumy Bear product line launched into locations nationwide including hundreds of Walmart locations and various Loblaws subsidiaries including the Great Canadian Superstore.
- Engaged a partnership with Sungiven Group on co-branded line of low-sugar vegan gummies.
- Achieved a permanent listing with one of Canada's leading pharmacy chains, London Drugs, doubling order volumes after successful trial launch.
- Partnered with Concierge Connection, a hotel distributor for luxury hotels Canada-wide.
- Received initial commitment from 7-Eleven, the world's largest convenience retailer to be launched in the better-for-you section.

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The Company attended Planted Expo in Vancouver with over 500 vendors and 15,000+ attendees generating additional revenues and brand awareness.

**Q1 2022 (February – April)**

Yumy Candy received new listings at various notable retailers including an initial 35,000 unit purchase order from Loblaws, and initial launch into Quality Foods, along with many others. The Company launched a co-branded line of its low-sugar Yumy Bears in a convenience format into Co-op convenience outlets, selling out almost immediately and doubling its purchase orders making for a very successful launch. The Company also began its formulation of United States expansion plan engaging various distributors and business partners after its successful Canadian expansion throughout 2021.

The Company received acknowledgement for best booth at Canada's largest health food show CHFA West in Vancouver. The expo provided increased brand exposure and validation for Yumy and the Company collected valuable insight from consumers, buyers and industry experts.

The Company began innovation and R&D on its Yumy Gummy Soda line creating low-sugar, vegan gummies in bottle shapes, consisting of Orange Soda, Cream Soda and Cola flavours.

The Company launched its Yumy Bear product line into two large retail outlets: IGA, one of Western Canada's largest grocery chains and the Hudson's Group, America's largest travel retail chain with convenience outlets at various airport locations.

The company has engaged Carsten Schmider Media Relations and Publishing to provide on-line marketing services for a term of up to six months, commencing Feb. 28, 2023. The company will utilize its on-line programs with the aim of broadening the company's reach within the investment community, increasing investor awareness of the company, and attracting potential new investors through various on-line platforms and methods of engagement in consideration of up to 300,000 euros. The marketing services include project management and consulting for an on-line marketing campaign, co-ordinating marketing actions, maintaining and optimizing AdWords campaigns, adapting AdWords bidding strategies, optimizing AdWords ads, and creating and optimizing landing pages. The promotional activity will occur by e-mail, Facebook and Google.

**THE YUMY CANDY COMPANY INC.**

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Yumy 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.

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**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](http://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.