



**A LIFESTYLE BRANDING COMPANY
CSE: LRDS | OTCQB: LRDSF | FSE: 4XM**

For Immediate Release

January 31, 2022

**LORDS & COMPANY WORLDWIDE HOLDINGS CORP.
ANNOUNCES APPROVAL OF SHARE CONSOLIDATION**

Vancouver, B.C January 31, 2022 – Lords & Company Worldwide Holdings Inc. (“Lords” or the “Company”) (CSE: LRDS) (OTCQB: LRDSF) (FSE: 4XM), announces that the Canadian Securities Exchange (the “CSE”) has approved a share consolidation of the Company’s issued and outstanding common shares (“Shares”) at a ratio of ten (10) pre-consolidated Shares to one (1) post-consolidation Share (the “Consolidation”), as previously announced on January 18, 2022.

All shareholders of record on February 7, 2022, will be entitled to the Consolidation. The Shares of the Company will commence trading on the CSE on a Consolidated basis effective as of the commencement of trading on February 4, 2022 (the “Effective Date”). The new CUISP number assigned to the Company’s shares following the Consolidation is 54404Q200 (ISIN: CA54404Q2009).

As of the date of this news release, there are currently 87,027,899 Shares of the Company outstanding. Following completion of the Consolidation, the Company will have approximately 8,702,790 Shares outstanding.

Following completion of the Consolidation, shareholders of the Company who hold Shares represented by a physical certificate or DRS statement will receive a letter of transmittal from the transfer agent for the Company, Olympia Trust Company, with instructions on how to exchange their existing certificates or DRS statements for post-Consolidation certificates or DRS statements.

ON BEHALF OF LORDS & COMPANY WORLDWIDE HOLDINGS INC.

(signed) “*Chris Farnworth*”
Chief Executive Officer

For further information, please contact:
Lords & Company Worldwide Holdings Inc.

<https://lordsholdings.com/>

Telephone: 604-609-6171

Neither the Canadian Securities Exchange (the “CSE”) nor its Regulation Services Provider (as that term is defined in the policies of the CSE) accepts responsibility for the adequacy or accuracy of this release.



**A LIFESTYLE BRANDING COMPANY
CSE: LRDS | OTCQB: LRDSF | FSE: 4XM**

Cautionary Note Regarding Forward-Looking Statement

All statements in this press release, other than statements of historical fact, are “forward-looking information” with respect to the Company within the meaning of applicable securities laws, including with respect to its plans to consolidate its issued and outstanding common shares at a ratio of ten (10) pre-consolidated shares to one (1) post-consolidation share. The Company provides forward-looking statements for the purpose of conveying information about current expectations and plans relating to the future and readers are cautioned that such statements may not be appropriate for other purposes. By its nature, this information is subject to inherent risks and uncertainties that may be general or specific and which give rise to the possibility that expectations, forecasts, predictions, projections or conclusions will not prove to be accurate, that assumptions may not be correct and that objectives, strategic goals and priorities will not be achieved. These risks and uncertainties include but are not limited to those identified and reported in the Company’s public filings under the Company’s SEDAR profile at www.sedar.com. Although the Company has attempted to identify important factors that could cause actual actions, events or results to differ materially from those described in forward-looking information, there may be other factors that cause actions, events or results not to be as anticipated, estimated or intended. There can be no assurance that such information will prove to be accurate as actual results and future events could differ materially from those anticipated in such statements. 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 unless required by law.