



**& COMPANY**  
WORLDWIDE HOLDINGS INC

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

## **For Immediate Release**

### **LORDS & COMPANY WORLDWIDE HOLDINGS CORP. ANNOUNCES ENGAGEMENT OF KISS-AGENCY AND SMALL CAP COMMUNICATIONS**

**Vancouver, B.C April 4, 2023 – Lords & Company Worldwide Holdings Inc. (“Lords” or the “Company”) (CSE: LRDS) (OTCQB: LRDSF) (FSE: 4XM), is pleased to announce it has engaged Kiss-Agency (“KA”), and SmallCap Communications Inc. (“SCC”), both are arms-length parties to the Company to perform certain for the explicit purpose of marketing the products and services of the Lords brands, through creation of content, strategic planning, digital advertisement placement, and overseeing progress and results of digital campaigns.**

Pursuant to an agreement entered into with KA (the “**KA Agreement**”), KA intends to work with the Company to provide the following services, including, but not be limited: to content and web development; media distribution; campaign reporting and optimization; and lead customer generation B2C/B2B and management (collectively, the “**KA Services**”) for an initial period of twelve (12) months, commencing on April 4, 2023 and will continue unless terminated by the Company at any time upon thirty (30) days' written notice. In consideration for providing the KA Services, the Company has agreed to pay to KA the following: (i) an initial fee of Euro 75,000 upon execution of the Agreement; and (ii) a secondary fee Euro 75,000 to be paid within fifteen (15) days after the commencement of the KA Services.

Consideration offered to KA does not include any securities of the Company. Aside from this KA Agreement, the Company does not have any relationship with KA.

KA’s business address is located at J. Savickio g. 4, 01108 Vilnius, Lithuania, Arnas Klasauskas, email is [arnas@kiss-agency.com](mailto:arnas@kiss-agency.com), telephone number is 49 251 9811573488, and website is [www.kiss-agency.com/start](http://www.kiss-agency.com/start)

Pursuant to an agreement entered into with SCC (the “**SCC Agreement**”), SCC intends to work with the Company to provide the following services, including but not limited to the following: the creation and implementation of a digital marketing campaign; the facilitation, organization and engagement with industry professionals, vendors, digital marketing experts, public relations, media professionals, lead generation services, investor relations firms and professionals, and newsletter writers on behalf of the Company; advertising and creative content development; web development; media buying and distribution; periodic campaign reporting; general consulting and strategic direction to the Company on capital markets and business development activities; and other services as may be agreed to in writing by the Company and SCC from time to time (collectively, the “**SCC Services**”) commencing on April 4th, 2023, for an initial period of three (3) months (the “**Initial Period**”).



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In consideration for providing the SCC Services, the Company has agreed to pay to SCC the following: (i) an initial fee of USD\$ 50,000 upon execution of the Agreement; and (ii) three (3) installments of USD\$ 50,000 to be paid over a ninety (90) days period after the commencement of SCC Services. After the expiry of the Initial Period, the SCC Agreement will continue unless terminated by the Company at any time upon thirty (30) days' written notice.

Consideration offered to SCC does not include any securities of the Company. Aside from this SCC Agreement, the Company does not have any relationship with SCC.

SCC's business address is located at 306 – 310 Water Street, Vancouver, BC, V6B 1B2 email is [rebecca@smallcapcommunications.com](mailto:rebecca@smallcapcommunications.com), telephone number is 250-208-1188 and website is <https://smallcapcommunications.com>.

Chris Farnworth CEO of Lords said "we are pleased to have the Kiss-Agency and SmallCap Communications on board with our branding and customer enhancement team. The Kiss-Agency will bring increased exposure to the Lords branded products and will be a great addition to our expansion plans, into the worldwide markets."

### **About Lords**

Lords brand develops, produces, markets lifestyle apparel and CBD infused wellness and natural health products through our eCommerce platform to B2B and B2C consumers in North America, South America and Europe utilizing its proprietary platform. Strong partnerships with fulfilment centres in Canada, US and Nicaragua allows Lords to increase its strong footprint in apparel, hemp, and health & wellness product markets. Strategically positioned to capitalize on high-growth sectors of an engaged and loyal following with trusted brands.

**ON BEHALF OF LORDS & COMPANY WORLDWIDE HOLDINGS INC.**

(signed) "*Chris Farnworth*" Chief Executive Officer

**For further information, please contact:**

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This news release contains certain forward-looking statements that are "forward looking information" within the meaning of applicable securities laws. All statements that are not historical facts, including without limitation, statements regarding



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future estimates, plans, programs, forecasts, projections, objectives, assumptions, expectations or beliefs of future performance, including statements regarding the provision of the Services by Kiss-Agency and Smallcap Communications Inc., the payment of the fee, the duration of the Term, the extension of the Company's presence on Google Ads and other potential networks, such as Outbrain, in the form of native ads are "forward-looking information". These forward-looking statements reflect the expectations or beliefs of management of the Company based on information currently available to it. Forward-looking statements are subject to a number of risks and uncertainties, including those detailed from time to time in filings made by the Company with securities regulatory authorities, which may cause actual outcomes to differ materially from those discussed in the forward-looking statements. These factors should be considered carefully and readers are cautioned not to place undue reliance on such forward-looking statements. The forward-looking statements and information contained in this news release are made as of the date hereof and the Company undertakes no obligation to update publicly or revise any forward-looking statements or information, whether as a result of new information, future events or otherwise, unless so required by applicable securities laws.

*The Canadian Securities Exchange has not reviewed and does not accept responsibility for the accuracy or adequacy of this release.*