

# Koios Adds Former Whole Foods Senior Category Merchant David Woods to its Advisory Board

*Experienced on both the grocer and vendor sides of the grocery and food industries, David Woods has been appointed to Koios' board of advisors. Woods spent the majority of his career at Whole Foods, ascending from the store level all the way up to senior category merchant, among other buying roles in Whole Foods. Woods is presently vice president of sales at LesserEvil, a Connecticut-based producer of healthy snack foods. The Company expects the addition of Woods to its advisory board will be helpful in meeting Koios' current and future business objectives, including potentially supplying Koios products to the Whole Foods chain.*

VANCOUVER, March 11, 2020 /CNW/ - **Koios Beverage Corp. (CSE: KBEV; OTC: KBEVF) (the "Company" or "Koios")** is pleased to announce that it has added David Woods, a veteran of the grocery and food industries, to the Koios advisory board. With experience from both the grocer and supplier sides, Woods' professional experience will be invaluable to Koios as it seeks to continue building its presence both in grocery stores and through online retailing channels. The Company is confident that the addition of Woods to its advisory board will contribute to meeting many of Koios' business objectives in 2020, as it makes new additions to its product line and targets new regional markets within the United States, particularly with healthy lifestyle food retailers such as Whole Foods Market Inc. ("**Whole Foods**").

In 2006, Woods began his career at Whole Foods at the store level in the Denver area. He subsequently entered a buying role as a regional grocery buyer in Whole Foods' office in Boulder, Colorado, and was later promoted to the role of associate coordinator of purchasing. In January 2020, Woods completed his fourteen-year career at Whole Foods as a senior category merchant in the *Salty Snacks & Shelf-Stable Dips and Salsas* category, a position he held for nearly four years. For his performance, Woods was awarded three different *All\*Star* recognitions from Whole Foods. Last month, Woods became Vice President of sales at LesserEvil LLC ("**LesserEvil**"), a producer of healthy snack foods based in Danbury, CT. Woods holds a bachelor of science degree from the Metropolitan State University of Denver, with a major in business administration, management, and operations.

The Company believes Woods will be a particularly valuable member of its advisory board, as aside from his business acumen in the areas of grocery and food, Woods' career has exclusively been in the healthy lifestyle niche, which directly aligns with Koios' company values. This market segment materially differs from other areas of grocery and food, especially as it continues to gain market share. As many consumers have become more savvy in recent years about the role of food and beverage choices in their overall health, the marketing efforts of unhealthy products have not withstood the test of skepticism from many consumers, creating significant opportunity for health-oriented food and beverage purveyors to acquire new customers by delivering authentic value. In a 2015 poll by Nielsen, approximately 88% of 30,000 respondents stated they are willing to pay more for healthier foods, also indicating a desire for "functional" products that can reduce disease or promote good health<sup>1</sup>.

Woods will join Aussie Jiwani, Travis Tharp, Andrew Fulton, and Chris Koons on Koios' advisory board, complementing the unique experience and knowledge of each of these members. More information about Koios' advisory board can be found on its website: <https://koiosbeveragecorp.com/our-story/team-members/>

As consideration for joining the advisory board, Woods has been issued 100,000 stock options in the Company at a price of \$0.15 per common share, the price at which the Company's shares closed at the end of trading on March 10th, 2020. The stock options are valid for a period of two years and are subject to vesting restrictions.

Koios CEO Chris Miller commented, "We are incredibly excited to have David as part of our advisory board, as a uniquely knowledgeable mind in the area of healthy lifestyle food and grocery. Marketing in this segment is truly different from other segments, as success heavily relies on delivering genuine value to your customers and actively responding to their feedback. David thoroughly understands this as someone who has firsthand experience in many angles of this area. We are thrilled to be working with him, especially as we seek to put Koios products in the Whole Foods chain; something David's experience and connections will likely be a key part of achieving."

David Woods added, "One thing that health-conscious consumers have in common is that they believe authenticity is the name of the game when it comes to what products they choose and support. These consumers do their research and put companies' claims to the test when it comes to what they put in their grocery basket. In my time at Whole Foods and at LesserEvil, I have learned how to spot food and beverage products that mean what they say and truly deliver on their claims. Koios has done an amazing job at creating a lineup of functional beverage products that leverage unique combinations of ingredients that have been reported to help users' brain function and physical well-being. I look forward to working with Koios' advisory board to help the Company make even bigger strides as a quickly-growing brand in the functional beverages sector."

## References

1 - <https://www.forbes.com/sites/nancygagliardi/2015/02/18/consumers-want-healthy-foods-and-will-pay-more-for-them/#4c53f04475c5>

## About Koios Beverage Corp.

The Company is an emerging functional beverage company which has an available distribution network of more than 4,400 retail locations across the United States in which to sell its products. Koios has relationships with some of the largest and most reputable distributors in the United States, including Europa Sports, Muscle Foods USA, KeHE, and Wishing-U-Well. Koios uses a proprietary blend of nootropics and natural organic compounds to enhance human productivity without using harmful chemicals or stimulants. Koios products have been shown to enhance focus, concentration, mental capacity, memory retention, cognitive function, alertness, brain capacity and create all day mental clarity. Its ingredients are specifically designed to target brain function by increasing blood flow, oxygen levels and neural connections in the brain.

Koios produces one of the only drinks in the world infused with MCT oil. MCT oil is derived from coconuts and has been shown to help the body burn fat more effectively, create lasting energy from a natural food source, produce ketones in the brain, allowing for greater brain function and clarity, support healthy hormone production and improve immunity. For more information, please visit our website: <https://www.koiosbeveragecorp.com>.

## Forward-Looking Statements

This news release contains "forward-looking information" within the meaning of applicable Canadian securities legislation. Often, but not always, forward-looking information and information can be identified by the use of words such as "plans", "expects" or "does not expect", "is expected", "estimates", "intends", "anticipates" or "does not anticipate", or "believes", or variations of such words and phrases or state that certain actions, events or results "may", "could", "would", "might" or "will" be taken, occur or be achieved. Forward-looking information in this news release includes statements regarding: the potential outcomes from the appointment of David Woods to the Company's advisory board, potential outcomes relating to the Company's ability to place its products with Whole Foods and other healthy lifestyle food retailers and the conditions of the functional beverage market. The forward-looking information reflects management's current expectations based on information currently available and are subject to a number of risks and uncertainties that may cause outcomes to differ materially from those discussed in the forward-looking information. Although the Company believes that the assumptions and factors used in preparing the forward-looking information are reasonable, undue reliance should not be placed on such information and no assurance can be given that such events will occur in the disclosed time frames or at all. Factors that could cause actual results or events to differ materially from current expectations include: (i) adverse market conditions; (ii) changes to the growth and size of the functional beverage markets; and

(iii) other factors beyond the control of the Company. The Company operates in a rapidly evolving environment. New risk factors emerge from time to time, and it is impossible for the Company's management to predict all risk factors, nor can the Company assess the impact of all factors on Company's business or the extent to which any factor, or combination of factors, may cause actual results to differ from those contained in any forward-looking information. The forward-looking information included in this news release are made as of the date of this news release and the Company expressly disclaims any intention or obligation to update or revise any forward-looking information whether as a result of new information, future events or otherwise, except as required by applicable law.

The statements in this news release have not been evaluated by Health Canada or the U.S. Food and Drug Administration. As each individual is different, the benefits, if any, of taking the Company's products will vary from person to person. No claims or guarantees can be made as to the effects of the Company's products on an individual's health and well-being. The Company's products are not intended to diagnose, treat, cure, or prevent any disease.

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