

# **Koios Announces Strategic Retail Expansion, Rebrand and Exciting Developments for 2024**

Denver, Colorado and Vancouver, British Columbia, December 11, 2023 – Koios Beverage Corp. (CSE: FIT; OTC:FITS) (the “Company” or “Koios”) a leading innovator in the beverage industry, announces that it is gearing up for a transformative year with a comprehensive retail expansion, strategic rebrand and exciting new developments set to unfold in 2024. This strategic initiative underscores the Company's unwavering commitment to staying at the forefront of the industry by adapting to evolving consumer preferences and market trends.

The strategic expansion will see the Company collaborating with national retailers such as HYVEE, Sprouts and several other major partners, including some of the largest retailers in United States, whose names will be unveiled in the coming months. This expansion is a testament to the Company’s dedication to exceeding the expectations of its diverse consumer base.

In addition to retail expansion and rebranding, Koios is thrilled to announce a strategic marketing partnership set to be unveiled in 2024. This groundbreaking collaboration will further enhance the Company's reach, allowing it to connect with consumers in innovative ways and solidify its position as a leader in the beverage industry. Details of this exciting partnership will be disclosed in the coming months, promising a mutually beneficial alliance that aligns with the Company’s vision for the future.

To support these ambitious initiatives and to drive the Company's growth, Koios will also be raising capital in 2024. This fundraising effort will fuel strategic expansions, product development and marketing initiatives, ensuring that the Company has the resources needed to capitalize on emerging opportunities and continue delivering high-quality, innovative beverages to consumers nationwide.

" 2024 will mark a pivotal moment in the evolution of Koios," stated Chris Miller, CEO. "Our strategic retail expansion, rebrand and upcoming marketing partnership exemplify our commitment to innovation and excellence. We are also excited to announce our plans for fundraising, which will provide the financial strength needed to propel the Company to new heights. Over the past seven years, we have diligently built relationships with retailers and these efforts are now beginning to pay off. Our brand has had a tremendous presence and due to our success, our retail partners will be instrumental in the new rollout and expansion. We are excited to embark on this journey of growth, innovation and strengthened partnerships."

As Koios embarks on this journey of growth and innovation, consumers can anticipate not only an expanded retail presence and a redefined brand experience but also exciting collaborations and strategic initiatives that will shape the future of the Company.

On behalf of the Board of Directors of the Company,

## **KOIOS BEVERAGE CORP.**

“Chris Miller”

Chris Miller, CEO, and Director

For further information, please contact:

Mt. Zion Market Ventures

Jacob Slade

856-685-8022

mtzionmarketventures@gmail.com

THE CANADIAN SECURITIES EXCHANGE (CSE) HAS NOT REVIEWED AND DOES NOT ACCEPT RESPONSIBILITY FOR THE ACCURACY OR ADEQUACY OF THIS RELEASE.

### **About Koios Beverage Corp.**

The Company is an emerging functional beverage company which has an available distribution network of more than 5,100 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: Potential outcomes from the Company’s plans for retail expansion, a strategic rebrand, marketing initiatives, the Company’s ability to raise capital, the placement of the Company’s beverage products in major partner locations and the overall performance 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 the 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.

This news release may contain trademarked names of third-party entities (or their respective offerings with trademarked names) typically in reference to (i) relationships had by Koios with such third-party entities as referred to in this release and/or (ii) client/vendor/service provider parties whose relationship with Koios is/are referred to in this release. All rights to such trademarks are reserved by their respective owners or licensees.