

Socati Launches New CBD Formulation & Product Development Division: Socati Formulations

- Socati Formulations will provide a full concept-to-market service for brands building products that feature customized cannabinoids while also incorporating trending functional ingredients such as elderberry, curcumin and ashwagandha extracts
- Socati Formulations will allow brands to select Standard or USDA Certified Organic and custom ratios of CBD, CBG, and CBN for these end products with non-detectable THC in emerging forms; such as ready to mix powders and ready to drink shots, vegan gummies and tinctures.

AUSTIN, Texas, April 8, 2021 /CNW/ - Socati Corp, a wholly owned subsidiary of Yooma Wellness Inc. (CSE: YOOM), today announced the launch of Socati Formulations. The new division has been established to collaborate with its manufacturing partners and customers to provide a full concept-to-market service for brands building products with customized cannabinoid ratios while also incorporating trending functional ingredients. These include ashwagandha, Rhodiola rosea, L-Theanine, curcumin, elderberry extracts, melatonin and a multitude of other consumer conscious ingredients.



Socati Formulations brings functional ingredients and CBD to trending consumer product formats. (CNW Group/Yooma Wellness Inc.)

With an increased global focus on wellness brought on by the pandemic, Socati Formulations has been launched in response to a growing demand in the CBD market to see GMP-quality finished products with certified organic cannabinoids and a variety of other functional ingredients recognized for overall wellness benefits.

"We're seeing new and exciting trends in the CBD space which we're fortunate to be able to react to quickly and with world-class expertise," commented Mark Elfenbein, Chief Revenue Officer of Socati. "With a sharp focus on wellbeing seen around the world, an increasing number of people are looking for new and innovative products with ingredients they know and trust."

"Yooma is extremely excited about the launch of Socati Formulations," added Lorne Abony, Chairman of Yooma. "The Socati team is already working with several leading consumer brands to create new and unique products which will be available to customers in the coming weeks and months."

Socati has established a team of formulation and product development experts within the new division. Building on the success of its finished goods catalogue and the launch of dozens of products including gummies, tinctures, pet products, and its proprietary water-dispersible flavored crystal stick packs, they will provide a turnkey, white-glove service for new and existing customers looking to bring fresh and innovative products to market.

All Socati ingredients benefit from: non-detectable levels of THC (as determined by independent testing with leading U.S. laboratories), high purity CBD, and custom minor cannabinoid ratios. These ingredients are non-GMO, tested and verified by third party labs, produced in a GFSI certified food grade processing facility, kosher and made to ingredient grade specifications.

About Yooma Wellness Inc.

Yooma's mission is to build a vertically integrated global leader in the marketing, distribution, and sale of wellness products including hemp seed oil and hemp-derived and cannabinoid (CBD) ingredients. The company leverages strategically curated sales channels and ecommerce networks to deliver a diverse mix of wellness products through subsidiaries in China, Japan, the United Kingdom, France and the United States. Yooma has assembled an international team of multicultural industry professionals with extensive experience in digital marketing, ecommerce and social media in the EU, North America, and the pan-Asian region, with particular depth in the Chinese ecommerce market. Learn more at www.yooma.ca.

For Yooma media enquiries, please contact:

Ron Wardle

Email: rwardle@yooma.ca

About Socati

Socati is a leading producer of quality hemp extracts and private label finished goods for the rapidly growing CBD market. It specializes in consistent and highly customized functional products with precise cannabinoid ratios serving the needs of CPG companies globally. With rich expertise in creating custom formulations for brands, Socati focuses on delivering quality CBD ingredients, functional formulations and private label finished goods.

Please watch our [video](#) or visit socati.com to learn more.

For Socati media enquiries, please contact:

Josh Stanbury

josh@sjspr.co

+1-416-628-7441

Notice regarding Forward Looking Statements

All information included in this press release, including any information as to the future financial or operating performance and other statements of Yooma that express management's expectations or estimates of future performance, other than statements of historical fact, constitute forward-looking information or forward-looking statements within the meaning of applicable securities laws and are based on expectations, estimates and projections as of the date hereof. Forward-looking statements are included for the purpose of providing information about management's current expectations and plans relating to the future. Wherever possible, words such as "expects", "to be", "to bring", "will", "upcoming", "look forward", "to build", or the negative of these words or other variations thereof, have been used to identify such forward-looking

information. Specific forward-looking statements include, without limitation, all disclosure regarding future operations, economic conditions and anticipated courses of action of Yooma.

There are many risks and uncertainties that may affect forward-looking statements including, among others, regulatory risk in each jurisdiction in which Yooma does or intends to operate, the uncertainties, effects of and responses to the COVID-19 pandemic, reliance on licenses, competition, dependence on senior management and key personnel, general business risk and liability, regulation of the CBD and wellness products industries, changes in laws, regulations and guidelines, compliance with laws, limited operating history, unfavourable publicity or consumer perception, product liability, risks related to intellectual property, product recalls, difficulties with forecasts, management of growth, litigation, changes or delays in the launch of products or in the locations where products will be launched, breakdowns in Yooma's relationships with its business partners, suppliers and distributors, unanticipated changes in the demand for CBD or wellness products; and other matters which are beyond the control of Yooma. Although the forward-looking statements contained herein reflect management's current beliefs and reasonable assumptions based upon information available to management as of the date hereof, Yooma cannot be certain that actual results will be consistent with such forward-looking information. Yooma cautions you not to place undue reliance upon any such forward-looking statements. Yooma disclaims any intention or obligation to update or revise any forward-looking statements whether as a result of new information, future events or otherwise, except as required by applicable law. Nothing herein should be construed as either an offer to sell or a solicitation to buy or sell securities of Yooma.

View original content to download multimedia:

<http://www.prnewswire.com/news-releases/socati-launches-new-cbd-formulation--product-development-division-socati-formulations-301265114.html>

SOURCE Yooma Wellness Inc.

View original content to download multimedia: <http://www.newswire.ca/en/releases/archive/April2021/08/c2550.html>

%SEDAR: 00033704E

CO: Yooma Wellness Inc.

CNW 08:38e 08-APR-21