

Plant Fuel Appoints New CEO, Paving the Way for Innovative Product Development

MISSISSAUGA, ON – November 29, 2023 — PlantFuel Life, Inc©. (CSE:FUEL) (CNSX:FUEL.CN) (OTC:BLLXF) (FSE:BR1B) PlantFuel (or the "Company"), a pioneer in the health and wellness industry, is excited to announce the appointment of Mr. Tony Qian as its new Chief Executive Officer and director, effective immediately. With a rich background in the health and wellness supplements sector, Mr. Qian brings a track record of innovative leadership and substantial growth achievements to PlantFuel Life Inc.

Mr. Qian is a visionary entrepreneur with profound expertise in the health and wellness supplements sector. His leadership in founding a highly successful e-commerce company in 2019 showcases his passion for the industry. Under his strategic direction, the company swiftly escalated from inception to achieving impressive revenue growth, surpassing the seven-figure mark within the first year. This achievement underscores Mr. Qian's ability in scaling businesses and driving financial success. A key aspect of his success lies in his innovative approach to product development and marketing within the dynamic health supplements market. Mr. Qian has not only created and developed a range of retail products in the health sector but has also masterminded the complete rebranding and launch of a brick-and-mortar store. His efforts have significantly boosted revenues and solidified consumer loyalty, demonstrating his skill in revitalizing and growing retail brands.

Mr. Qian's ability to reformulate business strategies and products to better align with market demands and consumer preferences is particularly noteworthy. His insights into customer needs and market trends have been instrumental in the continual adaptation and evolution of retail products, ensuring they remain at the forefront of the health and wellness industry. His combination of creative vision, business acumen, and proven track record in substantially increasing revenues in the retail health and wellness sector is invaluable. As he brings these skills and experiences to Plant Fuel, Mr. Qian is poised to greatly enhance the company's trajectory and cement its position as a leader in the industry. His forward-thinking approach and ability to transform business models and products promise to drive the future success of Plant Fuel, making a significant impact in the health and wellness retail space.

Alongside the board executives and management team, Mr. Qian is poised to introduce innovative product developments at PlantFuel Life Inc., with a focus on expanding the company's portfolio in line with emerging health trends and consumer needs. This strategy aims not only to solidify the company's market position but also to offer exciting investment opportunities for our shareholders. "I am thrilled to pass the torch to Tony as his vision for product innovation aligns perfectly with Plant Fuel's commitment to be at the forefront of the health and wellness industry," stated Connor Yuen, as he steps down as CEO of PlantFuel Life Inc. "I am confident that under Tony's leadership, PlantFuel will continue to introduce cutting-edge products and maintain our status as a market leader."

The company also extends heartfelt thanks to Mr. Connor Yuen, who has stepped down as CEO and director. His contributions to navigating through this pivotal change have been instrumental to the company. We wish Mr. Yuen the best in his future endeavors.

Looking ahead, PLANT FUEL is eager to explore new horizons in the health and wellness space. Anticipated initiatives include the launch of select innovative health and wellness products catering to emerging wellness trends and expanding into untapped markets to meet diverse consumer needs globally. The Company will continue to provide focus to its current product lines including the vegan PLANT FUEL supplement line, and Beelmmune bee pollen.

For more information contact: ir@plantfuel.com

About Plant Fuel

PlantFuel Life Inc is a scientifically focused, plant-based wellness company managed by successful entrepreneurs with extensive experience in the areas of consumer-packaged goods, manufacturing, logistics, and distribution. <https://plantfuellife.com/>

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