



## PLANTFUEL PROVIDES MARKET ACTIVITY UPDATE

**Vancouver, British Columbia, March 13, 2024. PlantFuel Life Inc. (“PlantFuel” or the “Company”)** (CSE: FUEL, OTC: PLFLF, FSE: BR1B) wishes to make the following statements regarding recent market activity in its common stock traded on the OTCQB marketplace.

On February 29, 2024, the Company was notified by the OTC Markets about certain promotional activities in relation to the Company's common shares, including certain promotional newsletter emails. The Company had engaged Outside the Box Capital on January 17, 2024, to provide marketing services which included working with the PlantFuel team to establish brand recognition with PlantFuel's products, assisting with social media and other community-driven mediums with the goal of creating more company awareness, and spreading Company announcements to new communities with the potential of attracting new clients to the Company's products. Until being informed by OTC Markets of the promotional material, the company was unaware of the promotional activity and is unaware of the full nature of the promotional activity and the extent of the dissemination.

Following the Company's February 28, 2024 news release, the trading volumes on the OTCQB increased, and the Company attributes the majority of any increased trading volumes on the OTCQB to the contents of its February 28, 2024 news release. The Company's primary market is the Canadian Securities Exchange and its trading volume on the OTCQB was previously lower volume.

After inquiry, the Company confirms that its officers, directors or its controlling shareholders (i.e., shareholders owning 10% or more of the Company's securities) have not, directly or indirectly, authorized or been involved in any way with the creation or distribution of promotional materials.

After inquiry, the Company believes the promotional material to have been distributed by Outside the Box Capital, without the consent or knowledge of the company. The Company engaged Outside the Box Capital to provide certain advertising and communication services for the company, but such services expressly exclude any promotional activity, including the development and dissemination of promotional newsletters, soliciting any potential investors, and giving recommendations or giving any investment advice to affect transactions of securities for potential investors. The Company had no involvement with, or input or control in regards to, the entities they engaged for those pieces and has not engaged any investor relation provider in the past fiscal year with the exception of the Company engaging Creative Direct Marketing Group Inc. (CDMG) for marketing services on April 17, 2023 for \$1,059,710 USD. The promotional activity occurred by print, e-mail and social media during the first quarter of 2023.

Neither of the company's executive officers or directors, nor, to the knowledge of the company, any controlling shareholders, sold or purchased shares of common stock of the company within the past 90 days with the exception of a certain director who sold an aggregate of 3,592,011 shares and made all required securities filings in connection with such trades. Such transactions are available on SEDI.

Further, the company has not issued any shares or convertible instruments allowing conversion to equity securities at prices constituting an impermissible discount to the market price of the company's shares at the time of the issuance with the exception of the shares issued following the completion of its Amplify Nutrition acquisition. Pursuant to acquisition through the facilities of the Canadian Securities Exchange,



the company has issued the following shares. The shares were issued at discount to market pursuant to pricing policies of the Canadian Securities Exchange. Details regarding the issuances of securities by the company within the last 12 month are set out below and available on SEDAR.

- November 13, 2023: 14,615,834 shares at a price of \$0.065 per share following the completion of the Amplify Nutrition acquisition.
- July 7, 2023: 8,339,149 shares at a price of \$0.05 per share following the completion of a shares for debt transaction settling \$416,957.47 in debt.

The statements regarding the Company that were made in the promotional materials were not materially false and/or misleading.

The Company is committed to compliance with the OTC Markets Group policy on stock promotion and the OTCQB standards and Canadian securities laws. The company encourages those interested in the company to rely solely on information included in press releases issued and distributed by the company through approved news wire or disclosure and news services, combined with its filings and disclosures made with the Canadian securities regulators, as well as information provided through the OTC Markets, and available on SEDAR and the OTC Markets website, respectively.

The Company would also like to announce the resignation of Cassidy McCord from the board of directors. The board would like to thank Ms. McCord for her efforts with the Company and wishes her well in her future endeavours.

**For further information, please visit <https://plantfuellifecom/> or contact:**

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**About PlantFuel Life Inc.**

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



## Forward-Looking Information Cautionary Statement

This press release may contain certain “forward-looking information” and “forward-looking statements” within the meaning of applicable Canadian securities legislation. All information contained herein that is not historical in nature may constitute forward-looking information. Forward-looking statements may be identified by statements containing the words “believes”, “anticipates”, “plans”, “intends”, “will”, “should”, “expects”, “continue”, “estimate”, “forecasts” and other similar expressions. Forward-looking information contained herein includes, without limitation, the Company’s ability to file the Issuer Statements by March 29, 2024.

Developing forward-looking information involves reliance on several assumptions and considerations of certain risks and uncertainties, some of which are specific to PlantFuel and others that apply to the industry generally. The risk factors and uncertainties that could cause actual results to differ materially from the anticipated results or expectations expressed in this press release. For additional information about assumptions and risks and uncertainties applicable to PlantFuel, please refer to PlantFuel’s listing statement dated August 22, 2019 which is available on PlantFuel’s SEDAR profile at [www.sedar.com](http://www.sedar.com).

Readers are cautioned to consider these and other factors, uncertainties and potential events carefully and not to put undue reliance on forward-looking information. The forward-looking information contained herein is made as of the date of this press release and is based on the beliefs, estimates, expectations and opinions of management on the date such forward-looking information is made. The Company undertakes no obligation to update or revise any forward looking information, whether as a result of new information, estimates or opinions, future events or results or otherwise or to explain any material difference between subsequent actual events and such forward-looking information, except as required by applicable law.

The CSE has neither approved nor disapproved the contents of this news release. Neither the CSE nor its Market Regulator (as that term is defined in the policies of the CSE) accepts responsibility for the adequacy or accuracy of this release.