



CSE: PPB

Pure to Pure Frankfurt Listing

Vancouver, British Columbia – May 3, 2023 – Pure to Pure Beauty Inc. (the “Company” or “Pure to Pure”) (CSE: PPB), a consumer product goods company focused on the development and sale of health and wellness products, is pleased to announce that its common shares are now trading on the Börse Frankfurt of the Frankfurt Stock Exchange under the symbol “3QG0” (WKN: A3CTLX and ISIN CA74622P1071).

“The Frankfurt Stock Exchange is one of the world’s largest trading centres for securities, and it is the largest of Germany’s seven stock exchanges,” said Simon Cheng, Chief Executive Officer of Pure to Pure. “With Pure to Pure now being listed on both the Canadian Securities Exchange and the Börse Frankfurt, the Company has exposure to both Canadian and European investors. We expect the dual listing to increase the Company’s shareholder base as well as overall market awareness of Pure to Pure’s business, including with respect to its recently announced letter of intent to acquire an interest in the UK-based SunSeal™ brand of sun care products.”

For more information on the SunSeal™ transaction, please see the Company’s press release dated March 29, 2023.

About Pure to Pure

Pure to Pure is engaged in the development and sale of consumer product goods, including health and wellness products, under its “Pure to Pure” brand. For more information about the Company, please visit <https://www.p2pbrands.com>.

Pure to Pure Brands Inc.

Simon Cheng
Chief Executive Officer

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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.

CAUTIONARY STATEMENT REGARDING “FORWARD-LOOKING” INFORMATION

This news release contains certain forward-looking statements that are based on assumptions as of the date of this news release, including with respect to the impact of the listing of the Company's common shares on the Börse Frankfurt. Forward-looking statements are frequently characterized by words such as “anticipates”, “plan”, “continue”, “expect”, “project”, “intend”, “believe”, “anticipate”, “estimate”, “may”, “will”, “potential”, “proposed”, “positioned” and other similar words, or statements that certain events or conditions “may” or “will” occur. All such forward-looking statements involve substantial known and unknown risks and uncertainties, certain of which are beyond the Company's control. The reader is cautioned that the assumptions used in the preparation of the forward-looking statements may prove to be incorrect and the actual results, performance or achievements could differ materially from those expressed in, or implied by, these forward-looking statements. Accordingly, no assurances can be given that any of the events anticipated by the forward-looking statements will transpire or occur, or if any of them do, what benefits, including the amount of proceeds, the Company will derive therefrom. Readers are cautioned that the foregoing list of factors is not exhaustive. The Company is under no obligation, and expressly 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 expressly required by applicable law.