

PPB ANNOUNCES AGM RESULTS AND UNIT FINANCING

Vancouver, BC – March 19, 2024 – Pure to Pure Beauty Inc. (the “Company” or “Pure Beauty”) (CSE: PPB), a consumer product goods company focused on the development and sale of health and wellness products, is pleased to announce the results of its annual general meeting of shareholders held on Monday, March 18, 2024 (the “AGM”). A total of 24,695,047 common shares of the Company were represented at the AGM, representing 46.53% of the Company’s outstanding common shares as at the record date of February 2, 2024. Shareholders voted in favour of all matters brought before them at the AGM, which matters are discussed in detail in the Company’s Information Circular dated February 2, 2024, that is available on SEDAR+ (www.sedarplus.ca).

The Company is also pleased to announce a non-brokered private placement financing of up to 25,000,000 units of the Company (the “Units”) at a price of CAD\$0.02 per Unit for aggregate proceeds of up to CAD\$500,000 (the “Offering”).

Each Unit will consist of one (1) common share in the capital of the Company (the “Common Share”) and one-half (1/2) transferrable common share purchase warrant (each whole warrant, a “Warrant”). Each whole Warrant entitles the holder thereof to purchase one share (each, a “Warrant Share”) at a price of \$0.10 for a period of 24 months from the date of closing.

Proceeds from the Offering are intended to be used for general working capital.

The issuance of securities in connection with this Offering will be subject to Canadian Securities Exchange (“CSE”) approval and the securities will be subject to a statutory hold period of four months plus one day from the date of issuance in accordance with applicable Canadian securities laws. The Company may elect to pay a finder’s fee to eligible finders in connection with applicable securities laws and CSE policies in connection with this Offering.

On behalf of the Board,

Simon Cheng
CEO, Director

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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 may contain forward-looking statements that are based on assumptions as of the date of this news release. 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.