

# BioHarvest Sciences Engages MZ Group to Lead Strategic Investor Relations and Shareholder Communications Program

Vancouver, British Columbia and Rehovot, Israel--(Newsfile Corp. - February 15, 2024) - [BioHarvest Sciences Inc.](#), (CSE: BHSC) (OTCQB: CNVCF) (FSE: 8MV) ("BioHarvest" or "the Company"), a biotechnology company pioneering botanical synthesis, has engaged investor relations specialists MZ Group (MZ) to lead a strategic investor relations and financial communications program across all key markets.

MZ will work closely with BioHarvest management to develop and implement a comprehensive capital markets strategy designed to increase the Company's visibility throughout the investment community. The initiative will highlight BioHarvest's generational opportunity to leverage its patented Botanical Synthesis technology platform to optimize the industrial-scale production of the active ingredients in plants to develop nutraceutical and pharmaceutical health and wellness products. The company's first commercialized grape-derived product, VINIA®, is driving strong revenue growth as BioHarvest continues the launch of incremental product lines.

"BioHarvest has developed a disruptive technology platform that allows it to economically produce, at industrial scale, consistent plant active compositions without growing the plant itself," said Greg Falesnik, CEO of MZ North America. "The Company's Botanical Synthesis platform technology is already proven and has shown its ability to scale, as evidenced by the first product developed in house, VINIA® - which is the driver behind the expected 125% year-over-year revenue growth to a record \$12.4 million in 2023. Taken in tandem with the company's continued margin improvement, the company is focused on achieving profitability in 2024.

"BioHarvest is transforming how the Health and Wellness industry can access the full potential of the phyto-active compounds found in plants, with its Botanical Synthesis technology allowing consistent and economical supply of highly active plant-based molecules. As a result, its platform technology and derived products have the capacity to disrupt the multi-trillion-dollar global Health and Wellness industry. Along with a highly experienced management team with a consistent track record of delivering outstanding revenue growth and capability building, we feel that BioHarvest represents a compelling opportunity for our network of institutional investors and family offices worldwide."

MZ has developed a distinguished reputation as a premier resource for institutional investors, brokers, analysts, and private investors. MZ Group will advise BioHarvest regarding corporate and financial communications, including the coordination of roadshows and investment conferences across key cities and building brand awareness with financial and social media outlets.

Ilan Sobel, Chief Executive Officer of BioHarvest, added: "We have removed all barriers for botanical compositions to become reliable, consistent, and economically viable sources for the next generation of science based therapeutic solutions, which have the ability to impact hundreds of millions of consumers whose health and wellness needs are being underserved by existing technologies. Today, we stand in a stronger position than ever to deliver shareholder value by leveraging our proven botanical synthesis platform. Consistent delivery of both quarter-on-quarter revenue and margin improvement has earned BioHarvest the performance credibility to now actively engage with retail, family office and institutional investors. We look forward to partnering with MZ Group to showcase our distinct biotech capabilities to a much broader network of growth-oriented investors."

For more information on BioHarvest, please visit the Company's website at [www.bioharvest.com](http://www.bioharvest.com). To schedule a conference call with management, please email your request to [BHSC@mzgroup.us](mailto:BHSC@mzgroup.us).

Individuals performing the services at MZ will be entitled to receive consultant options when granted by

the board of BioHarvest.

## About MZ Group

MZ North America is the US division of MZ Group, a global investor relations leader with over 250 employees and 800 clients across 12 different exchanges. For over 25 years, MZ has implemented award winning investor relations programs and developed a reputation for delivering tangible, measured results via its robust suite of services. MZ's one-stop-shop platform serves management teams at public and private companies, including SPACs and IPOs. The platform leverages strategic financial communications, industry-leading investment community outreach, public relations, financial media, ESG consulting and software, a market intelligence desk, and technology solutions spanning investor relations websites, conference call/webcasting, video production and XBRL/Edgar filing services. MZ maintains a global footprint with professionals located throughout every time zone in North America, and in Taipei and São Paulo. MZ's growth continues to accelerate with innovative products and services for its client base of high-quality companies. For more information, please visit [www.mzgroup.us](http://www.mzgroup.us).

## About BioHarvest Sciences Inc.

BioHarvest Sciences Inc. (CSE: BHSC) (OTCQB: CNVCF) (FSE: 8MV) is a leader in Botanical Synthesis, leveraging its patented technology platform to grow the active ingredients in plants, without the need to grow the underlying plant. BioHarvest is currently focused on leveraging its botanical synthesis technology to develop the next generation of science-based and clinically proven therapeutic solutions, within two major business verticals - nutraceutical health and wellness products, which includes dietary supplements, and the development of plant cell-based Active Pharmaceutical Ingredients (APIs) that focus on specific medical indications. To learn more, please visit [www.bioharvest.com](http://www.bioharvest.com).

## Forward-Looking Statements

Information set forth in this news release might include forward-looking statements that are based on management's current estimates, beliefs, intentions, and expectations, and are subject to a number of risks and uncertainties that could cause actual results to differ materially from those described in the forward-looking statements. 2023 expected revenues of \$12.4 Million and 125% YoY growth are estimates pending audit, and forecasts of expected 2024 profitability and sales growth are subject to uncertainties that include market acceptability of new products, continued market acceptance of existing VINIA® product, consumer preferences, competition, etc.

All forward-looking statements are inherently uncertain and actual results may be affected by a number of material factors beyond our control. Readers should not place undue reliance on forward-looking statements. BHSC does not intend to update forward-looking statement disclosures other than through our regular management discussion and analysis disclosures.

Neither the Canadian Securities Exchange nor its Regulation Services Provider accept responsibility for the adequacy or accuracy of this release.

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