

PeakBirch Commerce Announces Resignation of Marc Mulvaney as Chief Executive Officer and Appoints Mohsen Rahimi as Interim CEO

Vancouver, British Columbia--(Newsfile Corp. - June 22, 2022) - PeakBirch Commerce Inc. (CSE: PKB) (FSE: KYH) (OTCQB: PKBFF) ("PeakBirch" or the "Company"), an e-commerce technology company focused on bridging the gap between traditional and e-commerce stores, today announced that Marc Mulvaney is resigning from his role as Chief Executive Officer ("CEO"), and will be replaced by experienced sales executive Mohsen Rahimi as Interim CEO, effective immediately.

Mohsen brings over 8 years of experience in the health and wellness space, product management, customer care, sales, and marketing disciplines at early-stage startup companies. Most recently, Mr. Rahimi served as Vice-President of Victoria's Health Inc., helping to generate significant growth and revenues.

"I am ecstatic to join PeakBirch during a pivotal time in its development and plan on accelerating the business's growth. PeakBirch's charter to enable individual small businesses to earn more money by leveraging data while offering services consumers want is game-changing in today's rapidly shifting retail landscape," said Mohsen Rahimi, Interim CEO of PeakBirch. "During COVID the world embraced eCommerce shops. But there has been parallel interest in supporting local businesses and preserving the integrity of their communities. As this consumer shift takes place, PeakBirch is perfectly positioned at the nexus of this evolution. I am looking forward to building out PeakBirch's products, businesses, sales momentum, and technology as we strive to make PKB a powerhouse in this emerging market. I would like to thank Marc for his work to date."

PeakBirch also announced that Marc Mulvaney, who served as the CEO and a director of PeakBirch since September 2019, has stepped down from his position and the board of directors for personal reasons.

Kiran Sidhu, a director of PeakBirch, said, "We are pleased to appoint Mr. Rahimi as Interim CEO at this important time. We are confident that he will provide valuable insights and contributions to the growth of the business and return value to shareholders."

About Peakbirch Commerce Inc.

PeakBirch is a data and sales-driven technology organization with the goal of constructing a global micro-warehousing network for small businesses. This will enable shop owners to provide same-day delivery services to their customers and manage a pool of inventory within PeakBirch's proprietary A.I. platform and stock registry. We believe in empowering small businesses and fostering a strong community of entrepreneurs to compete within a shifting marketplace. Our innovative technologies will facilitate competition and engage a customer base eager to pivot to American-made products and services.

For more information on Peakbirch, please visit: www.peakbirch.com

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Cautionary Note Regarding Forward Looking Information and Statements

This news release may include forward-looking statements that are subject to risks and uncertainties. All statements within, other than statements of historical fact, are to be considered forward-looking. Although the Company believes the expectations expressed in such forward-looking statements are based on reasonable assumptions, such statements are not guarantees of future performance and actual results or developments may differ materially from those in forward-looking statements. Factors that could cause actual results to differ materially from those in forward-looking statements include the cost of goods to be sold under the Company's drop-shipping model, changes in government regulations or enforcement, the ability for the Company to expand its U.S. operations or expand to international markets, continued availability of capital and financing, and general economic, market or business conditions. There can be no assurances that such statements will prove accurate and, therefore, readers are advised to rely on their own evaluation of such uncertainties. We do not assume any obligation to update any forward-looking statements except as required under the applicable laws. This press release contains forward-looking statements. The use of any of the words "anticipate", "continue", "estimate", "expect", "may", "will", "project", "should", "believe" and similar expressions are intended to identify forward-looking statements. Forward-looking statements contained herein include statements with respect to Mr. Rahimi in his new role as Interim CEO for the Company and future success of the Company under his leadership, statements regarding the Company's future plans and strategic initiatives and expected benefits thereof, and opinions, beliefs and expectations regarding the Company's business strategy, development and opportunities. Although the Company believes that the expectations and assumptions on which the forward-looking statements are based are reasonable, undue reliance should not be placed on the forward-looking statements because the Company can give no assurance that they will prove to be correct. Since forward-looking statements address future events and conditions, by their very nature they involve inherent risks and uncertainties. These statements speak only as of the date of this press release. Actual results could differ materially from those currently anticipated due to a number of factors and risks various risk factors discussed in the Company's listing statement under the Company's profile on www.sedar.com.



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