



Happy Belly's Heal Wellness QSR Announces Signing of Real-Estate Location in Vancouver's Kitsilano Neighbourhood

Toronto, Ontario (May 31ST, 2024) - Happy Belly Food Group Inc. (CSE: HBFG) (OTCQB: VGANF) ("Happy Belly" or the "Company"), a leading consolidator of emerging food brands is pleased to announce it has secured another real estate location for Heal Wellness ("Heal"), a fresh smoothie bowl, acai bowls, and smoothies quick serve restaurant, in the growing urban neighbourhood of Kitsilano in the city of Vancouver, British Columbia.

"Kitsilano is the most ideal real-estate location to date for Happy Belly when it comes to its Heal Wellness brand. Its vibrant lifestyle, diverse urban and affluent communities, and strong tourism segment generate consistent foot traffic in retail areas, perfectly aligning with the brand's target demographics. The area is home to Kits Beach, a daily destination for thousands of tourists and local enthusiasts. This coveted location is one of the most prominent and desired lifestyle trade areas in Canada. Nestled between lifestyle brands like Lululemon and Whole Foods, and at the doorstep of the University of British Columbia (UBC) with its over 72,000 students, and supportive local communities, Kitsilano offers a business-friendly environment ideal for our market. As our Happy Belly franchising program successfully attracts franchisees nationwide, our program continues to deliver results in a repeatable and consistent basis echoed by today's announcement", said Sean Black, Chief Investment Officer of Happy Belly.

"We anticipate this location to be opened in early Q3, 2024. The consistent expansion of our brands across Canada showcases the success of our franchising program. Franchisees gain from comprehensive training, continuous mentorship, and a wide array of resources, enabling them to run their businesses efficiently. The program mitigates the usual risks of entrepreneurship and offers a clear path to profitability, attracting a steady stream of eager investors. Moreover, the enthusiasm of current franchisees to expand their ownership and deepen their commitment to the brand highlights the program's effectiveness and appeal. We are very focused on adding more multi-unit franchisees across our brand portfolio in 2024-2025 so today is a great day for Happy Belly as we build on our first mover advantage across Canada".

"We look forward to continuing our accelerated growth both organically with our current brands and inorganically through strategic M&A. The rapid expansion of the Heal Wellness

brand exemplifies our ability to execute effectively. As free cash flow from the brand increases, we plan to accelerate our corporate store development schedule with additional growth stemming from our franchise program."



For franchising inquiries please see www.happybellyfg.com/franchise-with-us/ or contact us at hello@happybellyfg.com.

About Heal Wellness

Heal Wellness was founded with a passion and mission to provide quick, fresh wellness foods that support a busy and active lifestyle. We currently offer a diverse range of smoothie bowls and smoothies. We take pride in meticulously selecting every superfood ingredient on our menu to fuel the body, including acai smoothie bowls, smoothies, and super-seed grain bowls. Our smoothie bowls are crafted with real fruit and enriched with superfoods like acai, pitaya, goji berries, chia seeds, and more.

About Happy Belly Food Group

Happy Belly Food Group Inc. (CSE: HBFG) (OTCQB: VGANF) ("Happy Belly" or the "Company") is a leading consolidator of emerging food brands.



Happy Belly Food Group

Shawn Moniz

Chief Executive Officer

FOR FURTHER INFORMATION, PLEASE VISIT:

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All statements in this press release, other than statements of historical fact, are "forward-looking information" with respect to the Company within the meaning of applicable securities laws. Forward-Looking information is frequently characterized by words such as "plan", "expect", "project", "intend", "believe", "anticipate", "estimate" and other similar words, or statements that certain events or conditions "may" or "will" occur and include the future performance of Happy Belly and her subsidiaries. Forward-Looking statements are based on the opinions and estimates at the date the statements are made and are subject to a variety of risks and uncertainties and other factors that could cause actual events or results to differ materially from those anticipated in the forward-looking statements. There are uncertainties inherent in forward-looking information, including factors beyond the Company's control. There are no assurances that the business plans for Happy Belly described in this news release will come into effect on the terms or time frame described herein. The Company undertakes no obligation to update forward-looking information if circumstances or management's estimates or opinions should change except as required by law. The reader is cautioned not to place undue reliance on forward-looking statements. For a description of the risks and uncertainties facing the Company and its business and affairs, readers should refer to the Company's Management's

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