



Happy Belly's Heal Wellness Announces the Signing of a Franchise Agreement for the City of Richmond Hill, Ontario

Toronto, Ontario (July 4th, 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 signed a franchisee for the City of Richmond Hill for its Heal Wellness brand, a fresh smoothie bowls, acai bowls, and smoothies quick serve restaurant ("QSR").

"As our Happy Belly franchise program continues to attract franchisees nationwide, we see a direct positive correlation between the expansion of our brands and our accelerated growth. Our expedited franchise program has consistently and reliably produced results, and today is yet another example of that successful execution", said Sean Black, Chief Investment Officer of Happy Belly.

"The recent signing of Heal's 42nd franchise agreement for the City of Richmond Hill underscores this growth. In just over a year, we have secured these 42 executed Franchise Agreements or committed Multi-Unit Agreements, with many already in construction, design, or actively searching for retail locations. This progress, alongside our area developers' success in franchise sales, indicates that the Heal brand is on its way to becoming a national growth leader. We are receiving applications from across North America as Heal continues to gain recognition."

"Heal offers a proven business model that has achieved success across various markets. This model provides franchisees with a blueprint for success, minimizing the risks typically associated with entrepreneurship. Our franchise program empowers franchisees to reach their business goals while upholding the integrity and reputation of our brands. As we work with our real estate partners to search for sites that match our customers demographics, we also eagerly anticipate expanding to diverse and non-traditional locations like Universities, Hospitals, Travel Plazas, and Airports which our team has extensive experience working within."



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

Founder, Chief Executive Officer

FOR FURTHER INFORMATION, PLEASE VISIT:

www: www.happybellyfg.com or email hello@happybellyfg.com

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Cautionary Note Regarding Forward-Looking Statements

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 Discussion and Analysis and other disclosure filings with Canadian securities regulators, which are posted on www.sedarplus.ca.