



Happy Belly's Smash Burger Brand Rosie's Burgers Announces the Signing of a Franchisee for Vaughan, Ontario

Toronto, Ontario (August 19th, 2024) - Happy Belly Food Group Inc. (CSE: HBFG) (OTCQB: HBFG) ("Happy Belly" or the "Company"), a leading consolidator of emerging food brands is pleased to announce it has signed a franchisee for its eight (8th) location of Rosie's Burgers ("Rosie's"), a boutique QSR restaurant brand serving original recipe smash burgers, poutine, onion rings, milkshakes and more, for the city of Vaughan, Ontario.

"The Rosie's brand has definitely taken flight, with five (5) franchise agreements signed across two (2) provinces in just the past eight (8) weeks, and two (2) sites already under construction. Rosie's growth is outpacing the early success of our previous burger brand, Burgers Priest, thanks to our asset-light franchise model." said Sean Black, Chief Investment Officer of Happy Belly.



"Vaughan, Ontario, is an excellent location for a Rosie's Burger's restaurant due to its vibrant and growing community. As one of the fastest-growing cities in Canada, Vaughan boasts a diverse population with a mix of families, young professionals, and tourists. The city is known

for its thriving retail and entertainment sectors, including popular destinations like Vaughan Mills and Canada's Wonderland, which attract significant foot traffic. Additionally, Vaughan's well-developed infrastructure and accessibility via major highways make it a convenient dining destination. The city's commitment to supporting local businesses and its dynamic culinary scene further enhance its appetite for a successful burger restaurant in this bustling area."

"We look forward to continuing our accelerated growth both organically with our current brands and inorganically through strategic M&A. The rapidly evolving expansion of the Rosie's brand exemplifies our ability to deliver accelerated organic growth as our franchise program consistently and reliably produces results. Our model provides franchisees with a blueprint for success, minimizing the risks typically associated with entrepreneurship."

"Our overarching strategy has always been to focus on the development and growth of emerging brands within the food sector. Anticipating the continued rollout of our franchising initiative, we expect these new franchised locations to contribute to the company's overall revenue and profitability. We are just getting started."

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

About Rosie's Burgers

Deliciously handcrafted smashed burgers, golden fries, and classic milkshakes. Rosie's is your neighbourhood burger shop serving up nostalgic flavours you know, love, and crave. From our Smashburger's and French fries to strawberry shakes and onion rings-we're all about keeping things simple and perfecting tradition. Because the classics were made classic for a reason, right?

About Happy Belly Food Group

Happy Belly Food Group Inc. (CSE: HBFQ) (OTCQB: HBFQF) ("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:

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