



BevCanna Announces Proposed Name Change to Forte Group Holdings Inc.

VANCOUVER, British Columbia – September 18, 2024 - BevCanna Enterprises Inc. (CSE:BEV, OTC:BVNNF, FSE:7BC) (“**BevCanna**” or the “**Company**”), a diversified lifestyle and wellness consumer packaged goods company, announces that it intends to change its name to Forte Group Holdings Inc. (“**Forte Group**”). In conjunction with this name change, the Company also intends to change its trading symbol on the Canadian Securities Exchange (“**CSE**”). The Company’s trading symbols on the OTC Markets (OTC Pink) and Frankfurt Stock Exchange (FSE) are expected to remain the same.

The Company intends to announce the date when its common shares will commence trading under the new name and trading symbol on the CSE, along with the updated CUSIP and ISIN numbers, in due course. The name change will not affect the Company’s share capital.

The transition to Forte Group represents a pivotal step in the Company’s strategic growth of its business, reinforcing its commitment to delivering innovative products that enhance health and wellness. The Company intends to grow its portfolio of lifestyle and wellness beverages and nutraceuticals under the flagship TRACE brand, while expanding white-label production for partners. Notably, the Company is preparing to launch its TRACE BLACKwater products internationally, alongside a new line of proprietary nutraceutical health products in the U.S. under the TRACE brand, leveraging its recent acquisition of the U.S.-based direct-to-consumer (DTC) e-commerce and nutraceutical product company, Greenflame Distribution Ltd.

“The rebranding to Forte Group reflects our ambition to become a leader in the health and wellness industry and aligns with our long-term strategic vision,” said Marcello Leone, CEO of the Company. “We are poised to accelerate our growth with both new and existing high-quality product offerings under the Forte Group banner, and we look forward to capitalizing on the opportunities ahead.”

About BevCanna Enterprises Inc.

BevCanna Enterprises Inc. (CSE:BEV, OTC:BVNNF, FSE:7BC) is a diversified lifestyle and wellness consumer packaged goods company. BevCanna develops and manufactures a range of alkaline and mineralized beverages and supplements for both in-house brands and white-label clients.

Based in British Columbia, Canada, BevCanna owns a pristine alkaline spring water aquifer and a high capacity 40,000–square–foot, Health Canada and HACCP certified flexible manufacturing facility in Osoyoos, British Columbia. The Company’s extensive distribution network includes traditional and regulated retail distribution, and online through its market-leading brands.



On behalf of the Board of Directors:

John Campbell, Chief Financial Officer and Chief Strategy Officer
Director, BevCanna Enterprises Inc.

Disclaimer for Forward-Looking Information

This news release contains forward-looking statements within the meaning of applicable securities laws. All statements other than statements of historical fact that address activities, events, or developments that Company believes, expects, or anticipates will or may occur in the future, including, without limitation, statements regarding the name change, the change in trading symbols, the anticipated launch of new product lines, and the Company's growth strategy, are forward-looking statements. These forward-looking statements reflect management's current expectations based on information available as of the date hereof and are subject to a number of risks and uncertainties that may cause actual outcomes to differ materially from those anticipated in such forward-looking statements. Factors that could cause actual results or events to differ materially from current expectations include, but are not limited to: the ability of the Company to receive all necessary regulatory approvals for the name and trading symbol changes, the ability of the Company to finance growth and operations, market conditions, the success of new product launches, changes in consumer demand, the Company's ability to execute its strategic plans, regulatory changes, and other risks detailed from time to time in the Company's public disclosure documents filed on SEDAR+. Although the Company believes that the assumptions underlying these statements are reasonable, they may prove to be incorrect, and the Company can give no assurance that the name change, trading symbol change, or any other forward-looking events will occur as anticipated or at all. The Company expressly disclaims any intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events, or otherwise, except as required by applicable law.