



BevCanna Announces Effective Date of Name Change to Forte Group Holdings Inc.

VANCOUVER, British Columbia – October 14, 2024 - BevCanna Enterprises Inc. (CSE:BEV, OTC:BVNNF, FSE:7BC) (“**BevCanna**” or the “**Company**”), a diversified lifestyle and wellness consumer packaged goods company, announces its corporate name change to Forte Group Holdings Inc. (“**Forte Group**”) effective October 18, 2024. Concurrently, the Company's trading symbol on the Canadian Securities Exchange (“**CSE**”) will change to “**FGH**”. The Company's trading symbols on the OTC Markets (OTC Pink) and Frankfurt Stock Exchange (FSE) will remain unchanged, although the Company plans to update its symbol on the OTC Market at a later date.

The Company's common shares will begin trading on the CSE under the new name and trading symbol on October 18, 2024. The new CUSIP number for the Company's common shares will be 349933101, and the new ISIN number will be CA3499331013. There will be no changes to the Company's share capital as part of this name change.

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. Any statements that are not historical facts, including but not limited to statements regarding the Company's name change, change in trading symbols, the anticipated launch of new product lines, and the Company's growth strategy, are forward-looking statements. These statements reflect management's current expectations based on information available as of the date of this release and involve risks and uncertainties that could 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 include, but are not limited to: the ability of the Company to obtain all required regulatory approvals for the name and trading symbol changes, financing availability for growth and operations, market conditions, the success of new product launches, shifts in consumer demand, the Company's ability to execute its strategic plans, regulatory changes, and other risks detailed in the Company's public filings on SEDAR+. Although the Company believes the assumptions underlying these forward-looking statements to be reasonable, they may prove to be incorrect. Consequently, there is no assurance that the events predicted by such forward-looking statements will occur as anticipated, or at all. The Company undertakes no 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.