

POTENT VENTURES INC.

POTENT VENTURES APPOINTS SEASONED CHIEF MARKETING OFFICER IN PREPARATION FOR LAUNCH OF THE GUMMY PROJECT

- *Mr. Anthony Gindin, global marketing strategist and plant-based entrepreneur to lead brand development of gummy product line*
- *Company also announces launch of The Gummy Project's splash page at ir.shopgummies.com*

VANCOUVER, 17 February, 2022 – Potent Ventures Inc. (“Potent” or the “Company”) (CSE: POT - FSE: OOS2 - OTCQB: POTVF) is excited to announce that the Company has appointed Mr. Anthony Gindin to the role of Chief Marketing Officer as the Company prepares to enter the \$20 billion (CAD)¹ gummy industry.

“We are thrilled to have Anthony Gindin join the team,” said Charlie Lamb, Potent President and CEO. “His knowledge in the plant based sector, from market research to product sourcing, brand positioning, digital presence, sales and marketing through to market launch, provides our group with the expertise to expedite our entry into the low-sugar gummy sector.”

Anthony Gindin Career Highlights

- With 20 years' experience as a brand developer and marketing strategist, Anthony has led executive leadership groups at multi-billion dollar corporations through strategic planning processes in the US, South America, Europe, Asia, Middle East and Australia
- As CMO, and a founding partner, Anthony and his team launched Vejii in November 2020 which is now one of the world's largest vegan ecommerce platforms in the US and Canada, after going public (on the CSE) in November 2021
- A speaker and published author, Anthony is also the CEO & Founder of Futurecraft Consulting where he brings his trademarked Sales & Marketing Ecosystem™ model to executives in North America and around the world.

“We’re really excited about the brand we have built and our differentiated approach to entering the low sugar gummy market,” said Anthony Gindin, Potent’s new CMO. “We believe in our purpose – to support endangered, keystone* species, one gummy at a time – and by doing so, we can support some of the world’s most important ecosystems while providing a healthier and more sustainable alternative to the typical sugar-packed gummy.”

With the appointment of Mr. Gindin, the Company has launched a splash page at ir.shopgummies.com to showcase the new brand and upcoming products.

Pursuant to Mr. Gindin's contract, the Company will issue to him 1,400,000 common shares of the Company at a deemed value of \$0.025 per share for services provided.

The Company further announces that it has entered into an advertising and investor awareness campaign with Dig Media Inc. dba Investing News Network (INN). INN is a private company headquartered in Vancouver, Canada, dedicated to providing independent news and education to investors since 2007. For the 13-month term of the agreement starting December 7, 2021, INN will provide advertising on its website to increase awareness of the issuer. INN does not provide Investor Relations or Market Making services. The cost of the campaign is \$52,200. INN can be reached at 604-688-8231 or info@investingnews.com.

** About Keystone Species²*

"A keystone species—which can be any organism, from animals and plants to bacteria and fungi—is the glue that holds a habitat together. It may not be the largest or most plentiful species in an ecological community, but if a keystone is removed, it sets off a chain of events that turns the structure and biodiversity of its habitat into something very different. Although all of an ecosystem's many components are intricately linked, these are the living things that play a pivotal role in how their ecosystem functions.

Keystone species maintain the local biodiversity of an ecosystem, influencing the abundance and type of other species in a habitat. They are nearly always a critical component of the local food web. One of the defining characteristics of a keystone species is that it fills a critical ecological role that no other species can. Without its keystone species, an entire ecosystem would radically change—or cease to exist altogether. It's important to note that a species' role can change from one ecosystem to the next, and a species that is considered a keystone in one environment may not be considered the same in another."

¹<https://www.grandviewresearch.com/industry-analysis/gummy-market-report>

²<https://www.nrdc.org/stories/keystone-species-101#whatis>

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expected", "budget", "scheduled", "estimates", "forecasts", "predicts", "intends", "targets", "aims", "anticipates", "may" or "believes" or variations (including negative variations) of such words and phrases or may be identified by statements to the effect that certain actions "may", "could", "should", "would", "might" or "will" be taken, occur or be achieved. A number of known and unknown risks, uncertainties and other factors may cause the actual results or performance to materially differ from any future results or performance expressed or implied by the forward-looking information. These forward-looking statements are subject to numerous risks and uncertainties, certain of which are beyond the control of the Company including, but not limited to, the impact of general economic conditions, industry conditions, risks relating to epidemics or pandemics such as COVID-19, including the impact of COVID-19 on the Company's business, financial condition and results of operations. Readers are cautioned that the assumptions used in the preparation of such information, although considered reasonable at the time of preparation, may prove to be imprecise and, as such, undue reliance should not be placed on forward-looking statements. The Company does not assume any obligation to update or revise its forward-looking statements, whether as a result of new information, future events, or otherwise, except as required by securities laws.