

Potent Ventures Appoints Mr. Bruce Gillies, Former PepsiCo Executive, to Its Advisory Board in Preparation for Launch of The Gummy Project

- *Mr. Gillies delivers extensive experience and expertise in Marketing, Sales, Strategy, Consumer Insights, Customer Development and Operations*
- *The Gummy Project to Champion Endangered Keystone Species, supporting global efforts to raise awareness and protect Keystone Species through sales of high-quality gummy products*

Vancouver, British Columbia--(Newsfile Corp. - February 23, 2022) - **Potent Ventures Inc. (CSE: POT) (FSE: 00S) (OTCQB: POTVF) ("Potent" or the "Company")** is excited to announce the Company has appointed Mr. Bruce Gillies, former Pepsi Executive, to its Advisory Board as it prepares to launch The Gummy Project and its purpose-driven Keystone Species product marketing strategy for its initial gummy product line.

"We're thrilled to welcome Bruce to the team, his expertise will be highly valuable as we streamline our roadmap to launch our initial product line," said Mr. Charlie Lamb, CEO of the Company. "Our low sugar gummy products represent a high growth sector with an entirely innovative differentiation and consumer engagement strategy. Bruce's proven ability to develop winning strategies and plans, which have delivered a competitive advantage to some of the world's most iconic brands, will accelerate our timelines and ensure we are operating at the highest standards and best practices for long term success."

Bruce Gillies, Experience and Expertise Highlights

- PepsiCo Beverages - Sr. Marketing Manager, Field Marketing Canada 2011 - 2018
- PepsiCo Beverages - Sr. Marketing Manager, Tropicana Gatorade, Canada 2010 - 2011
- Pepsi Bottling Group - Director Customer Marketing & Execution, Canada 2008 - 2010
- Pepsi Bottling Group - Director of Retail Sales, BC 2005 - 2008
- Pepsi Bottling Group - Director of Sales (Retail & Food Service), BC 2002 - 2005
- Pepsi Bottling Group - Director of Retail Sales, BC 2001 - 2002

"I'm excited to join the team to support breakthrough brand development and delighting consumer engagement," said Mr. Gillies. "I look forward to helping management implement best practices with the goal to establish a leading business and sales culture anchored by innovative commercialization, operational excellence, and a spirit of market leadership to unleash sustainable growth."

Charlie Lamb, President & CEO, Director
Telephone: 1(236) 317-2812 - Toll free 1(888) 556-9656
E-mail: investors@potent-ventures.com

Neither the Canadian Securities Exchange nor its Regulation Services Provider (as that term is defined in the policies of the Canadian Securities Exchange) accepts responsibility for the adequacy or accuracy of this release.

Forward-Looking Statements

Certain information set forth in this news release may contain forward-looking statements that involve substantial known and unknown risks and uncertainties. All statements other than statements of historical fact are forward-looking statements, including, without limitation, statements regarding the change of business and regulatory and shareholder approval of same, growth of the low sugar and plant-based

gummy market, business strategy, corporate vision, proposed expansion, partnerships, joint-ventures and strategic alliances and co-operations, budgets, cost and plans and objectives of or involving the Company. Such forward-looking information reflects management's current beliefs and is based on information currently available to management. Often, but not always, forward-looking statements can be identified by the use of words such as "plans", "expects", "is 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.

To view the source version of this press release, please visit

<https://www.newsfilecorp.com/release/114508>