

# POTENT VENTURES INC.

## THE GUMMY PROJECT TO DEBUT LOW SUGAR BEE AND SHARK GUMMIES AT SWEETS & SNACK EXPO 2022

VANCOUVER, BC 12 May 2022 – Potent Ventures Inc. (“Potent” or the “Company”) (CSE: POT - FSE: OOS - OTCQB: POTVF) is pleased to announce that The Gummy Project will debut its low sugar bee and shark gummies at the Sweets & Snacks Expo in Chicago from May 23-26 2022.

The Sweets & Snacks Expo has been a can't-miss event for 25 years, bringing endless product innovations, insights, and industry connections to thousands of confectionery and snack retailers, manufacturers and suppliers. The show brings together leading industry experts to offer big-picture insights that help attendees predict shopper trends and stay one step ahead of their competition.

“We’re thrilled to debut our products as an approved exhibitor at the Sweets & Snack Expo 2022. Additionally, with thousands of industry professionals attending the show, we’ll look for this event to provide a springboard for our anticipated expansion into the US later this year,” said Charlie Lamb, President & CEO of the Company.

### ABOUT POTENT VENTURES

We are a growing community of individuals and organizations who believe small contributions can add up to something big. We sell low sugar, plant based gummy products while raising money (and awareness) to support endangered keystone species. We are the only "better for you" candy company that is built to support our planet's most precious species and ecosystems, while educating our future generations on the steps we must take today, to ensure a viable tomorrow.

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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.