

POTENT VENTURES INC.

THE GUMMY PROJECT SELECTED BY SWEETS & SNACK EXPO COMMITTEE TO PARTICIPATE IN POWER PITCH DURING SWEETS & SNACKS EXPO

VANCOUVER, BC 17 May 2022 – Potent Ventures Inc. (“Potent” or the “Company”) (CSE: POT - FSE: OOS - OTCQB: POTVF) is pleased to announce that The Gummy Project is one of two companies selected from the show’s Startup Street to participate in Power Pitch at Sweets & Snacks Expo on May 24, 2022.

Power Pitch provides selected companies with an opportunity to showcase their products in a sales pitch-style presentation to a panel of leading US retailers, including the following:

- 1) Dollar General - There are 18,297 Dollar General locations in the United States as of May ,2022ⁱ;
- 2) Wakefern - the largest retailer-owned cooperative in the United States, comprising 50 member companies who independently own and operate 362 retail supermarkets under the ShopRite, Price Rite Marketplace, The Fresh Grocer, Dearborn Market, Gourmet Garage, and Fairway Market banners in New Jersey, New York, Connecticut, Pennsylvania, Delaware, Maryland, Massachusetts, New Hampshire, and Rhode Island marketsⁱⁱ;
- 3) Hy-Vee - operates more than 240 retail stores in eight Midwestern states, including Illinois, Iowa, Kansas, Minnesota, Missouri, Nebraska, South Dakota and Wisconsin.ⁱⁱⁱ

“We’re thrilled to be recognized by the selection committee for our product, packaging and innovation,” said Charlie Lamb, President & CEO of the Company. “This will provide an excellent opportunity to bring our story and product line to major US retailers as we look to expand into the United States later this year.”

The Company further announces that pursuant to Mr Anthony Gindin’s contract, the Company will issue to him 1,166,666 common shares of the Company at a deemed value of \$0.03 per share for services provided. The Company will also issue to a consultant 166,667 common shares on the Company at a deemed value of \$0.03 per share for services provided.

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.

Charlie Lamb, President & CEO, Director
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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 future financial position, business strategy, use of proceeds, corporate vision, proposed acquisitions, 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.

ⁱ [Number of Dollar General locations in the United States in 2022 | ScrapeHero](#)

ⁱⁱ [Who We Are - Wakefern](#)

ⁱⁱⁱ [Store Finder - Locations Near Me | Hy-Vee](#)