



**Vice Health and Wellness**

VICE - CSE

## **VICE HEALTH AND WELLNESS ANNOUNCES US SYMBOL CHANGE AND ENGAGEMENTS FOR SOCIAL MEDIA AWARENESS SERVICES**

**VANCOUVER, BC, August 8, 2023 – Vice Health and Wellness Inc. ("VICE" or the "Company") (CSE: VICE - FSE: Z24 –OTC: GUMYF)** announces that its common shares will commence trading on the OTC Pink under the symbol VICFF at the market open, August 9, 2023.

The Company has engaged Triomphe Holdings Ltd. (dba Capital Analytica) ("Capital Analytica") to provide a multi-faceted Media Enhancement Services. (Location: Nanaimo BC; e-mail: [info@capitalanalytica.com](mailto:info@capitalanalytica.com); telephone: 778-882-4551), to provide content creation and digital and video marketing services for an anticipated period of three months, commencing on August 14, 2023, for a total cost of \$60,000. The services will include on-going social media consultation regarding engagement and enhancement, social sentiment reporting, social engagement reporting, discussion forum monitoring and reporting, corporate video dissemination and other related investor relation services. The promotional activity shall occur on TikTok, Instagram, YouTube, LinkedIn, Twitter, direct e-mail, and Reddit. As of the date hereof, to the Company's knowledge, Capital Analytica (including its directors and officers) does not own any securities of the Company and has an arm's length relationship with the Company. The Company will not issue any securities to Capital Analytica as compensation for its marketing services.

The Company has also engaged Black Swan Solutions Inc., doing business as VHLA Media (Location: Maple Ridge BC; e-mail: [info@bswansolutions.com](mailto:info@bswansolutions.com); telephone: 604-762-1611), to provide content creation and digital video marketing services for an anticipated period of one month, commencing on August 14, 2023, for a total cost of \$40,000. VHLA will, as appropriate, prepare and distribute social media content and ads, influencer marketing, landing pages, and CEO interviews. The promotional activity shall occur on TikTok, Instagram, YouTube, LinkedIn, Twitter, Reddit. As of the date hereof, to the Company's knowledge, VHLA (including its directors and officers) does not own any securities of the Company and has an arm's length relationship with the Company. The Company will not issue any securities to VHLA as compensation for its marketing services.

### **About Vice Health and Wellness Inc.**

Vice Health and Wellness Inc. is a dynamic publicly traded company dedicated to fostering healthier lifestyle choices by offering a diverse range of products that empower consumers to enhance their mental and physical well-being. As an ever-growing community of like-minded individuals and organizations, we believe in the power of collective small steps leading to

remarkable transformations. Our product line features low-sugar, plant-based gummy products, and we are actively spearheading innovations in alignment with emerging trends in the health and wellness sector. By prioritizing weight loss and harnessing the potential of AI-powered health and wellness applications, which leverage state-of-the-art artificial intelligence algorithms, we aim to provide individuals with unparalleled advice, personalized recommendations, unwavering support, and transformative solutions on their journey to ultimate well-being. Our exceptional applications intend to offer a multitude of treatment benefits, empowering users to embark on a transformative path toward optimal health.

Maciej Lis, 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" 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 and dependence upon regulatory approvals. 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.