



Vice Health and Wellness

VICE - CSE

VICE HEALTH AND WELLNESS ANNOUNCES INVESTOR AWARENESS SERVICES

VANCOUVER, BC, August 15, 2023 – Vice Health and Wellness Inc. ("VICE" or the "Company") (CSE: VICE - FSE: Z24 –OTC: VICFF) announces that the Company has entered into an agreement with Lakefront Enterprises Inc. ("Lakefront"), an independent contractor with a business address at 27th Floor, 595 Burrard St., PO Box 49123, Vancouver, BC V7X 1J2, to perform investor relations and marketing services for an initial term of one month expected to commence on August 17, 2023. The nature of the investor relations and digital marketing services to be provided by Lakefront include, but are not limited to, content and web development, campaign reporting and optimization, lead generation and management as well as media content distribution through SMS, e-mail, and various social media outlets for an initial period of one month. The Company paid an upfront fee of \$60,000 for the initial one-month term.

Lakefront is a firm based in Vancouver, BC that provides consulting services. To the knowledge of the Company, at the time of entry into this agreement Lakefront does not hold any securities of the Company.

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.

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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.