



Vice Health and Wellness

VICE - CSE

VICE HEALTH AND WELLNESS WELCOMES MR. BRIAN KEANE TO THE COMPANY'S BOARD OF DIRECTORS

VANCOUVER, BC, September 18, 2023 – Vice Health and Wellness Inc. ("VICE" or the "Company") (CSE: VICE - FSE: Z24 – OTC: VICFF is thrilled to announce the strategic addition of Brian D. Keane to its Board of Directors, effective immediately.

Mr. Keane brings an unparalleled breadth of expertise, with over two decades of experience in Capital Markets and Investment. Renowned for his acumen in originating, advising, and investing in emerging growth companies, Keane has an extensive global footprint covering the United States, Canada, the Caribbean, and Asia.

"Brian's vast knowledge and exceptional track record make him an invaluable asset to our Board and the Company as a whole. We're incredibly excited to leverage his insights as we continue to innovate and grow," commented Maciej Lis, CEO and Director of Vice Health and Wellness Inc.

The appointment of Mr. Keane comes at a pivotal time for Vice, as the Company aims to expand its market reach and introduce groundbreaking health and wellness solutions. His proven leadership and investment savvy are expected to provide the Company with new avenues for both strategic growth and financial robustness.

The Company also announces Robert Payment has resigned as CFO, Corporate Secretary, and director to pursue other opportunities. The Company has begun a search for a new CFO and will announce updates in due course.

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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