



## PRIME DRINK GROUP ANNOUNCES PRIVATE PLACEMENT

**Montreal, Québec, December 17, 2024 – Prime Drink Group Corp. (CSE: PRME) (“Prime” or the “Company”)** is pleased to announce a best efforts non-brokered private placement offering of units of the Company (the “Units”) to raise maximum gross proceeds of \$5,000,000 (the “Unit Offering”).

Each Unit will be offered at a price of \$5,000 per Unit and is comprised of 20,000 common shares in the capital of the Company (the “Common Shares”) and 19,230 transferable share purchase warrants (the “Warrants”), resulting in the aggregate issuance of a maximum of 20,000,000 Common Shares issued at a deemed price per share of \$0.25 and a maximum of 19,230,769 Warrants. Each Warrant entitles the holder to purchase a Common Share at a price of \$0.26 per Common Share for a period of two (2) years from the closing date of the Unit Offering.

The Company will pay a cash finders’ fee in connection with the closing of the Unit Offering equal to 6% of the proceeds received by the Company from subscribers to the Unit Offering introduced to the Company by such arm’s length finders.

The Units were offered by way of private placement pursuant to exemptions from prospectus requirements under applicable securities laws. The securities underlying the Units issued pursuant to the Unit Offering are subject to resale restrictions, including a hold period of four months and one day from the date of issuance, in accordance with applicable Canadian securities laws. The Unit Offering is subject to the final approval of the Canadian Securities Exchange and any other applicable regulatory approvals.

The Company intends to use the net proceeds of the Unit Offering to develop its business and for general working capital purposes.

### **About Prime Drink Group**

Prime Drink Group Corp (CSE: PRME) is a Québec-based corporation focused on becoming a leading diversified holding company in the beverage, influencer media and hospitality sectors.

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***Forward-Looking Information***

This press release contains “forward-looking information” within the meaning of applicable Canadian securities legislation. Generally, forward-looking information can be identified by the use of forward-looking terminology such as “plans”, “expects” or “does not expect”, “is expected”, “budget”, “scheduled”, “estimates”, “forecasts”, “intends”, “anticipates” or “does not anticipate”, or “believes”, or variations (including negative and grammatical variations) of such words and phrases or statements that certain acts, events or results “may”, “could”, “would”, “might” or “will be taken”, “occur” or “be achieved”. Forward-looking information in this press release may include, without limitation, statements relating: (i) to the completion of the Unit Offering, (ii) the issuance of the underlying securities, (iii) receipt of all necessary approvals for the Unit Offering, and (iv) the intended use of proceeds of the Unit Offering.

These statements are based upon assumptions that are subject to significant risks and uncertainties, including risks regarding the beverage industry, the Unit Offering is completed as currently contemplated, all regulatory approvals are received for the Unit Offering, market conditions, general economic factors, and the equity markets generally. Because of these risks and uncertainties and as a result of a variety of factors, the actual results, expectations, achievements or performance of Prime may differ materially from those anticipated and indicated by these forward-looking statements. Any number of factors could cause actual results to differ materially from these forward-looking statements as well as future results. Although Prime believes that the expectations reflected in forward-looking statements are reasonable, they can give no assurances that the expectations of any forward-looking statements will prove to be correct. Except as required by law, Prime disclaims any intention and assumes no obligation to update or revise any forward-looking statements to reflect actual results, whether as a result of new information, future events, changes in assumptions, changes in factors affecting such forward-looking statements or otherwise.

**Neither the Canadian Securities Exchange nor its Regulation Services Provider accepts responsibility for the adequacy or accuracy of this release.**