



BOBA MINT HOLDINGS LTD.

CANADIAN SECURITIES EXCHANGE

Symbol "TNJ" - CSE

Boba Mint Holdings Ltd. preparing to Launch a New Update to its Play-To-Earn NFT Game, Tanjea, in May

May 9, 2024 - Vancouver, British Columbia – Boba Mint Holdings Ltd. (CSE: TNJ) (“Boba” or the “Company”), a leading innovator in blockchain mobile gaming, is pleased to announce the upcoming launch of a captivating new update to its highly acclaimed mobile game, Tanjea – “Race to Riches” available on the Google Play Store and Apple App store. Management believes that Boba Mint has become the first company approved for listing on the Canadian Securities Exchange that has integrated a cryptocurrency, TNJ, into a blockchain game in a regulatorily compliant manner.

Tanjea is a revolutionary blockchain mobile game building a Play-To-Earn model focused on the development and monetization of games that integrate Web3.0 Ethereum blockchain technologies. In Play-To-Earn games, Players are able to earn income through in-game currencies and NFTs, in contrast to traditional Web2.0 gaming where players receive minimal rewards for their time and effort. As an active participant in the blockchain space since 2020, Boba Mint is thrilled to announce the launch of their biggest and most compelling upgrade to the Tanjea game software.

This latest version of Tanjea – “Race to Riches” aims to elevate the player experience, offering hours of fun and entertainment. It will include a Candy Crush and Toon Blast style match 3 mechanic, one of the most engaging and successful gameplay features in the mobile gaming market. According to publicly available information, Candy Crush had sales of \$956M USD in 2023 and \$20B USD since its launch in 2012, and Toon Blast had sales of \$199M USD and \$1B in lifetime revenue since its 2017 release. Management believes that adopting and incorporating a match 3 mechanic will be an effective, forward-looking strategy for Boba Mint.

Boba Mint’s commitment to delivering top-tier gaming experiences has solidified its position as a trailblazer in the blockchain mobile gaming industry. With this coming update, the Company reinforces its dedication to staying at the forefront of blockchain mobile gaming innovation. Match 3 games like Candy Crush and Toon Blast dominate the mobile market with some of the

highest revenue amongst mobile games. By adding this popular mechanic to Tanjea, Boba Mint is projecting a significant increase to its current 200k downloads and 20k monthly active users. According to Michael Zon, a founder of Tanjea and the current President of Boba Mint, “We are excited to add the match 3 mechanic to our game. In addition, by delivering an amazing experience to our player base, we aim to drive user growth and in-app purchases, ultimately benefiting our investors.”

With funding securely in place, a new talented graphic designer has been brought in to improve the game. Boba Mint intends to deliver better graphics, thereby enhancing the user experience. In addition, Boba is working on using Google Analytics/Firebase to track user metrics in order to further optimize customer retention.

About Boba Mint Holdings Ltd.

Boba Mint Holdings Ltd. is focused on the development of blockchain mobile games that integrate ERC20 tokens and ERC721 NFTs. Its primary product is a mobile blockchain gaming ecosystem called Tanjea, where gamers collect NFT characters (primarily birds and wolves) in multiple mobile games and use them to earn \$TNJ tokens.

On Behalf of the Board of Directors,

Boba Mint Holdings Ltd.

"Michael Zon"

President

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Forward-Looking Statements

This news release contains statements that constitute "forward-looking statements". Such forward looking statements involve known and unknown risks, uncertainties and other factors that may cause Boba's actual results, performance or achievements, or developments in the industry to differ materially from the anticipated results, performance or achievements expressed or implied by such forward-looking statements. Forward-looking statements are statements that are not historical facts and are generally, but not always, identified by the words "expects," "plans," "anticipates," "believes," "intends," "estimates," "projects," "potential" and similar expressions, or that events or conditions "will," "would," "may," "could" or "should" occur. Such statements include those relating to game development and the Company's expectations and plans. Although Boba believes the forward-looking information contained in this news release is reasonable based on information available on the date hereof, by their nature, forward-looking statements involve assumptions, known and unknown risks, uncertainties and other factors which may cause our actual results, performance or achievements, or other future events, to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements.

Examples of such assumptions, risks and uncertainties include, without limitation, assumptions, risks and uncertainties associated with general economic conditions; adverse industry events; future legislative and regulatory developments in the blockchain sector; the Company's ability to access sufficient capital from internal and external sources, and/or inability to access sufficient capital on favorable terms; mobile video game industry and markets in Canada and generally; the ability of Boba to implement its business strategies; competition; and other assumptions, risks and uncertainties. The forward-looking information contained in this news release represents the expectations of the Company as of the date of this news release and, accordingly, is subject to change after such date. Readers should not place undue importance on forward-looking information and should not rely upon this information as of any other date. While the Company may elect to, it does not undertake to update this information at any particular time except as required in accordance with applicable laws. The foregoing statements expressly qualify any forward-looking information contained herein. Factors that could cause actual results to differ materially from those anticipated in these forward-looking statements are described under the caption "Risk Factors" in Boba' Form 2A Listing Statement dated April 19, 2024 which is available on Boba's profile at <http://www.sedarplus.ca> and on the CSE website at <https://thecse.com/listings/boba-mint-holdings-ltd/>.

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