

Optimi Health Expands Functional Mushroom Sales Network With Additional Brokers, Distribution Agreements

Expansion to be headlined by Purity Life Health Products, Amazon, and Holt Renfrew

VANCOUVER, BC — [Optimi Health Corp.](#) (CSE: OPTI) (OTCQX: OPTHF) (FRA: 8BN) (“Optimi” or the “Company”), an end-to-end Canadian-based drug manufacturer and formulator licensed by Health Canada to produce and supply natural, GMP grade psilocybin, synthetic psychedelic substances, most notably MDMA, and high-quality functional mushrooms, is pleased to announce the expansion of its sales network in Canada. To further scale the sales and distribution of its Optimi Life line of functional mushroom formulations, the Company is at this time engaging a strong national broker network, an experienced distributor, and several additional online and brick-and-mortar retail locations across the country.

Optimi has selected M2 Brand Management, a firm focused on growing the retail presence of natural and organic wellness and personal care products, as its exclusive retail broker throughout Canada. M2’s experience building and scaling brands will enhance Optimi’s position in the natural and organic wellness space, expanding the operational scope of the company’s business and dramatically increasing the number of locations carrying Optimi products over the coming months and years.

In support of its planned retail expansion, Optimi Health is also pleased to announce an agreement for the distribution of its Optimi Life line of functional mushroom formulations with Purity Life Health Products. Purity Life is the largest distributor of natural, healthy living products across both natural and conventional retailers in Canada.

Further, the Company will expand its online distribution footprint by adding a store at [Amazon.ca](#), providing additional reach and awareness-building opportunities for the Optimi brand. Optimi has partnered with OeP, a Seattle-based consulting service devoted to Amazon optimization, to assist both in its store development and on-going product, promotion, and inventory management.

Finally, Optimi Health is pleased to share that its Optimi Life formulations will be available at six Holt Renfrew retail locations across Canada, as well as listed in Holt Renfrew’s online store, by February of 2023. Holt Renfrew joins [well.ca](#), Healthy Planet, Vitasave, Body Energy Club and Casa Del Sol as retail options for Optimi Life consumers across the country.

“The continued success and expansion of our Optimi Life line of functional mushroom products forms a core component of Optimi’s revenue strategy in 2023 and beyond,” said Optimi Health CEO Bill Ciprick.

“We look forward to working with the team at M2, along with all of our logistical and retail partners, to continue to supply high quality functional mushroom supplements that optimize health while enhancing body and mind performance to customers in Canada and beyond,” Ciprick concluded.

Optimi Health psychedelic products are still being investigated through a clinically validated development program for the purpose of applying for market authorization. The safety and efficacy of our psychedelic products has not been formally established.

FOR INTERVIEW REQUESTS OR FURTHER INFORMATION PLEASE CONTACT:

Investor Relations
Michael Kydd
Email: investors@optimihealth.ca
Phone: +1 (902) 880 6121
www.optimihealth.ca

ABOUT OPTIMI (CSE: OPTI) (OTCQX: OPTHF) (FRA: 8BN)

Optimi Health Corp. is an end-to-end Canadian-based drug manufacturer and formulator licensed by Health Canada to produce and supply natural, GMP grade psilocybin and synthetic psychedelic substances, as well as functional mushrooms that focus on the health and wellness markets. Built with the purpose of manufacturing pre-clinical to commercial scale Active Pharmaceutical Ingredients and finished product, our two GMP facilities in Princeton, British Columbia have fully integrated quality management systems in place, which include regular facility audits and external qualifications of all raw material and component suppliers to ensure the highest level of compliance. The Company's goal is to be the number one trusted, compassionate supplier of safe drug products throughout the world.

FORWARD-LOOKING STATEMENTS

This news release contains forward-looking statements and forward-looking information within the meaning of Canadian securities legislation (collectively, "forward-looking statements") that relate to Optimi's current expectations and views of future events. Any statements that express, or involve discussions as to, expectations, beliefs, plans, objectives, assumptions or future events or performance (often, but not always, through the use of words or phrases such as "will likely result," "are expected to," "expects," "will continue," "is anticipated," "anticipates," "believes," "estimated," "intends," "plans," "forecast," "projection," "strategy," "objective," and "outlook") are not historical facts and may be forward-looking statements and may involve estimates, assumptions and uncertainties which could cause actual results or outcomes to differ materially from those expressed in such forward-looking statements. No assurance can be given that these expectations will prove to be correct and such forward-looking statements included in this news release should not be unduly relied upon. These statements speak only as of the date of this news release. In particular and without limitation, this news release contains forward-looking statements pertaining to activities proposed to be conducted under the Company's approved Health Canada dealer's licence and associated business related to Psilocybin, Psilocin, other psychedelic substances, some being synthetically formulated, and Optimi's plans, focus and objectives. Forward-looking statements are based on a number of assumptions and are subject to a number of risks and uncertainties, many of which are beyond Optimi's control, which could cause actual results and events to differ materially from those that are disclosed in or implied by such forward-looking statements. Such risks and uncertainties include, but are not limited to, the impact and progression of the COVID-19 pandemic and other factors set forth under

“Forward-Looking Statements” and “Risk Factors” in the Company’s Annual information Form dated January 9, 2023, and other continuous disclosure filings available under Optimi’s profile at www.sedar.com. Optimi undertakes no obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as may be required by law. New factors emerge from time to time, and it is not possible for Optimi to predict all of them or assess the impact of each such factor or the extent to which any factor, or combination of factors, may cause results to differ materially from those contained in any forward-looking statement.

Any forward-looking statements contained in this news release are expressly qualified in their entirety by this cautionary statement.