

## NEWS RELEASE

### GOAT INDUSTRIES LTD. ANNOUNCES CHIEF FINANCIAL OFFICER APPOINTMENT

Vancouver, British Columbia, Canada – January 5, 2024 – GOAT Industries Ltd. (the “Company” or “GOAT”) (CSE: GOAT) is pleased to announce that it has appointed Mr. Kevin Cornish as Chief Financial Officer (“CFO”) of the Company, effective immediately.

Mr. Cornish is a well-rounded business leader who has worked on multiple start-ups and turnarounds in both Canada and the United States. He prides himself on having overcome corporate challenges and obstacles in numerous industries and markets. Mr. Cornish’s knowledge of international business practices and strategy implementation, paired with his ability to adapt and scale quickly, make him a strong fit for growth companies or turnarounds. He holds an MBA from Saint Mary’s University in Halifax, where he also earned his CPA designation. With a skill set that is also complemented by a CPHR designation, Mr. Cornish incorporates many facets of business to maximize his overall value to an enterprise.

Furthermore, the Company announces that Mr. Lawrence Hay has resigned as interim Chief Financial Officer but will continue on with the Company as Corporate Secretary and as a director.

#### ABOUT GOAT INDUSTRIES LTD.

GOAT is an investment issuer focused on investing in high-potential companies operating across a variety of industries and sectors. The paramount goal of the Company is to generate maximum returns from its investments.

For more information about the Company, please visit <https://www.goatindustries.co/>. The Company’s final prospectus, financial statements and management’s discussion and analysis, among other documents, are all available on its profile page on SEDAR+ at [www.sedarplus.ca](http://www.sedarplus.ca).

#### ON BEHALF OF THE BOARD OF DIRECTORS

Chief Executive Officer	Michael Leahy
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The CSE and Information Service Provider have not reviewed and does not accept responsibility for the accuracy or adequacy of this release.

#### Forward-Looking Information

This news release contains certain forward-looking statements within the meaning of such statements under applicable securities law. Forward-looking statements are frequently characterized by words such as “anticipates”, “plan”, “continue”, “expect”, “project”, “intend”, “believe”, “anticipate”, “estimate”, “may”, “will”, “potential”, “proposed”, “positioned” and other similar words, or statements that certain events or conditions “may” or “will” occur. The Company has provided the forward-looking statements in reliance on assumptions that it believes are reasonable at this time. All such forward-looking statements involve substantial known and unknown risks and uncertainties, certain of which are beyond the Company’s control. Such risks and uncertainties include, without limitation,

delays resulting from or inability to obtain required regulatory approval. The reader is cautioned that the assumptions used in the preparation of the forward-looking statements may prove to be incorrect and the actual results, performance or

achievements could differ materially from those expressed in, or implied by, these forward-looking statements. Accordingly, no assurances can be given that any of the events anticipated by the forward-looking statements will transpire or occur, or if any of them do, what benefits, including the amount of proceeds, the Company will derive therefrom. Readers are cautioned that the foregoing list of factors and list of target investments are not exhaustive. The Company is under no obligation, and expressly disclaims any intention or obligation, to update or revise any forward- looking statements, whether as a result of new information, future events or otherwise, except as expressly required by applicable law.

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