



****Executive Realignment at Doseology to Drive Future Expansion****

*Kelowna, British Columbia, September 12, 2024 – Doseology Sciences Inc. (CSE: **MOOD**) (OTCQB: **DOSEF**) (FSE: **VU7**) (“Doseology” or the “Company”), an innovator in functional mushroom supplements, is pleased to announce key leadership appointments and a major expansion in its retail presence. Christopher P. Cherry has been appointed Interim CEO while maintaining his role as CFO, and both Zara Kanji and Cary Alexander Kazemi have joined the board of directors.

With over 15 years of experience in corporate accounting and auditing, Mr. Cherry brings a strong financial background to guide Doseology’s growth. His expertise from previous roles at various public companies and audit work with KPMG and Davidson and Co. LLP ensures the company’s continued financial stability.

Zara Kanji, founder of Zara Kanji & Associates, brings deep knowledge in financial reporting, taxation, and compliance. A Chartered Professional Accountant, Ms. Kanji has extensive experience working with both private and public companies, and her expertise will play a crucial role in supporting Doseology’s financial governance as the company scales.

In addition to her accounting practice, Ms. Kanji has held leadership roles as a director and officer for several publicly listed companies, providing key insights into financial governance and compliance. A Chartered Professional Accountant in British Columbia and Canada for over a decade, she holds a Bachelor of Technology in Accounting and a Diploma in Corporate Finance from the British Columbia Institute of Technology.

Cary Alexander Kazemi brings a wealth of international finance experience to the team, making him a key asset to Doseology’s strategic leadership. With a strong background in high-growth startups within the cannabis and plant science sectors, along with a deep passion for biotech and alternative medicine, Mr. Kazemi’s expertise aligns seamlessly with Doseology’s vision. A finance graduate from the University of Texas at Austin, Mr. Kazemi has been a licensed financial advisor, holding Series 7 and 66 licenses, and began his career with a two-year placement at Merrill Lynch within his family’s office.

Following his tenure at Merrill Lynch, Mr. Kazemi returned to the film industry, acting in projects across North America and Asia. He then leveraged his finance expertise by successfully investing in independent film productions in Hollywood. His dedication to healthcare innovation has led him to support transformative initiatives like Doseology, as well as cannabis startups such as Jeeters, Bloom, and Tyson 2.0. Today, Mr. Kazemi continues to work closely with leaders in life sciences, technology, and consumer goods, driving innovation and meaningful change across industries.

As part of the leadership changes, Doseology has granted 80,000 incentive stock options to select directors, exercisable at \$0.40 over a five-year term. The Company

also announces the departure of Shawn Balaghi as interim CEO and director, effective immediately, and thanks him for his contributions.

On the sales front, Doseology continues its rapid growth, with its functional mushroom tinctures now available in over 520 retail locations across Canada, projected to reach 600 by year-end—nearly doubling its 2023 footprint.

The Company's national sales team, Connect Brand Management, will represent Doseology at the Canadian Health Food Association (CHFA) NOW event in Toronto on September 21-22, 2024, further boosting brand visibility and supporting sales and product education through national distribution partners.

For all product locations sold and wholesale inquiring please visit doseology.com.

About Doseology Sciences Inc. (CSE: MOOD) (OTCQB: DOSEF) (FSE: VU7)

Doseology specializes in premium functional mushroom supplements that are stacked for targeted results. Our products are science-backed and health expert-formulated, addressing today's top wellness needs. With one hundred percent mushroom fruiting bodies for maximum purity and potency, Doseology leaves no room for compromise. The liquid format ensures faster absorption for an efficient wellness experience. At Doseology, we're committed to optimizing well-being through the power of fungi, offering investors an opportunity to join our journey toward optimal wellness.

On behalf of the Board of Directors,
Daniel Vice,
Co-Founder, Director
Doseology Sciences Inc.

For further information contact:

Email: hello@doseology.com
Website: doseology.com

Forward-Looking Statements

This press release contains statements that constitute "forward-looking information" within the meaning of applicable securities laws. Forward-looking information is often identified by the words "may," "would," "could," "should," "will," "intend," "plan," "anticipate," "believe," "estimate," "expect" or similar expressions. Readers are cautioned that forward-looking information is not based on historical facts but instead reflects the Company's management's expectations, estimates or projections concerning the business of the Company's future results or events based on the opinions, assumptions and estimates of management considered reasonable at the date the statements are made. Although the Company believes that the expectations reflected in such forward-looking information are reasonable, such information involves risks and uncertainties, and undue reliance should not be placed on such information, as unknown or unpredictable factors could have material adverse effects on future results, performance, or achievements. Among the key factors that could cause actual results to differ materially from those projected in the forward-looking information are the following: changes in general economic, business and political conditions, including changes in the financial markets; decreases in the prevailing prices for products in the markets that the Company operates in; adverse changes in applicable laws or adverse changes in the application or enforcement of current laws; regulations and enforcement priorities of governmental authorities; compliance with government regulation and related costs; and other risks described in the Company's prospectus. Should one or more of these risks or uncertainties materialize, or should assumptions underlying the forward-looking information prove incorrect, actual results may vary materially from those described herein as intended, planned, anticipated, believed, estimated, or



doseology

expected. Although the Company has attempted to identify important risks, uncertainties and factors which could cause actual results to differ materially, there may be others that cause results not to be as anticipated, estimated or intended. The Company does not intend, and does not assume any obligation, to update this forward-looking information except as otherwise required by applicable law. For more information, investors should review the Company's filings which are available on SEDAR+.

No securities regulatory authority has either approved or disapproved of the contents of this press release.

The CSE does not accept responsibility for the adequacy or accuracy of this release.