

April 12th, 2024

CSE: VEGI
OTCQB: VGGIF
Frankfurt: 77i



Boosh to add Asia, Mexico and Canada to Simple Yummy Chips Licensing Agreement

Boosh Plant-Based Brands Inc. (“Boosh” or the “Company”) (CSE: VEGI; OTCQB: VGGIF; Frankfurt: 77i) a premier plant-based brand in the health food sector, announces that it is finalizing the addition of exclusive licenses for Asia, Mexico and Canada to the previously announced **Licensing Agreement** with Simple Yummy Chips, LLC, (the “Licensee”). The exclusive license is for the sale and distribution of chips, crackers, rings, and other bean-based snacks made by Beautiful Beanfields Inc. (“**Beautiful Beanfields**”), a wholly-owned subsidiary of the Company. The terms and conditions are being finalized.

Interim CEO Robert Hall states *“The addition of Mexico and Canada makes fiscal sense as we look to cut our overall burn rate and adding Asia will add significant revenue growth through the Simple Yummy Chips experienced sales team. This arrangement offers many benefits to support the company’s growth and provide shareholder value. It allows the tremendous North American demand to be met without strain on our capital or resources, while giving us a guaranteed profit and allowing us to focus on increasing shareholder value.”*

The Company expects to finalize this agreement by month end.

Robert Hall Interim President & CEO info@booshfood.com

About Boosh Plant-Based Brands Inc.:

Boosh Plant-Based Brands Inc., through its wholly owned subsidiary, Boosh Food (www.booshfood.com), offers high quality, non-GMO, gluten free, 100% plant-based nutritional comfort foods for the whole family.

The information in this news release includes certain information and statements about management's view of future events, expectations, plans and prospects that constitute forward looking statements. These statements are based upon assumptions that are subject to significant risks and uncertainties. Because of these risks and uncertainties and as a result of a variety of factors, the actual results, expectations, achievements or performance may differ materially from those anticipated and indicated by these forward looking statements. Forward- looking statements in this news release include, but are not limited to, the Company's expectations concerning the size of the Financing, its ability to close the Financing in whole or in part or at all and its plan for the proceeds of the Financing. Any number of factors could cause actual results to differ materially from these forward-looking statements as well as future results. Although the Company believes that the expectations reflected in forward looking statements are reasonable, it can give no assurances that the expectations of any forward looking statements will prove to be correct. Except as required by law, the Company 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.

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