

July 5th, 2024

CSE: VEGI
OTCQB: VGGIF
Frankfurt: 77i



Corporate Update: Boosh Continues the Process of Divesting Beautiful Beanfields

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 the Company has entered into a non-binding Letter of Intent to divest the Beautiful Beanfields brand to Simple Yummy Chips. As the terms are negotiated, both companies will continue to work in good-faith to maximize the value of the brand.

President & CEO Robert Hall states, *“The potential Beautiful Beanfields asset divestment to Simple Yummy Chips and its parent company, Moosehead Brands, has taken longer than expected. This potential divestment was always going to take time with the goal to expand outside of North America and managing the North American demand. The goal is to create a long-term partnership that benefits both companies involved. Through the process, other interested CPG companies have inquired to partner up and potentially add value to the Company.”*

The Company continues exploring multiple options to recapitalize the treasury and strengthen the balance sheet. Further to this, the Company has settled a combined amount of \$1,260,000 CAD in debt owed to several creditors via the issuance of

63,000,000 Common Shares at a price of \$0.02 CAD per share. The issuance of the Common Shares will not result in a change of control, and is subject to regulatory approval and any applicable hold periods.

The Company will continue working with all of the creditors to resolve outstanding debts.

Robert Hall 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.

Neither the Canadian Securities Exchange nor its Regulation Services Provider (as that term is defined in the policies of the Canadian Securities Exchange) accepts responsibility for the adequacy or accuracy of this release.