



PODA INVITES APPROXIMATELY 27,000 OF ITS EXISTING SHAREHOLDER BASE TO ATTEND CORPORATE WEBINAR

Vancouver, BC, May 5, 2021 – PODA LIFESTYLE AND WELLNESS LTD. (CSE: PODA) ("Poda Lifestyle" or the "Company") is pleased to announce that the Co-Founder & CEO, Ryan Selby, will be hosting a live Corporate Overview Webinar on May 12th, 2021 at 2:00pm ET.

Poda Lifestyle has invited approximately 27,000 of its existing shareholders to attend a comprehensive corporate webinar. Mr. Selby will be going through the Company's May Investor Presentation and will provide an overview on the Company's current operations, upcoming milestones, and provide additional insight on the changing landscape of the tobacco industry. Mr. Selby will also discuss the heat-not-burn market and Poda's aim to be at the forefront by providing adult smokers with reduced-risk consumption methods. You can register for the webinar below:

Date: May 12, 2021 (Wednesday)

Time: 2:00pm ET (11:00am PT)

Register: https://7514767.hs-sites.com/www.rbmilestone.com/poda_may12webinar

Management will be available to answer questions following the live presentation. To ask a question, you will need to be logged into the GoToWebinar platform or you may submit your question(s) beforehand via the registration form or by emailing poda@rbmilestone.com. The Webinar will be recorded and posted to the Company's website following the presentation.

On Behalf of the Board,
Ryan Selby
CEO, Director, and Chairman of the Board

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ABOUT PODA LIFESTYLE

Poda Lifestyle is actively engaged in the global commercialization of HNB smoking products, which have the potential to reduce the risks associated with combustible smoking products. The Company has developed a patented HNB system that uses proprietary biodegradable single-use pods, which are both consumer and environmentally friendly. The innovative design of the Company's HNB platform prevents cross-contamination between the heating devices and the pods, eliminating all cleaning requirements and providing users with the most convenient and enjoyable potentially-reduced-risk smoking experience. Poda Lifestyle's HNB system is fully patented in Canada and is patent pending in 65 additional countries, covering over 70% of the global population. The Company's Poda Pods are the first and only cigarettes to have a completely closed end. This exclusive design entirely eliminates all cleaning requirements and provides a truly ashless HNB cigarette. Poda Lifestyle's fully-patented system is truly one of a kind and solves the major pain-point that ALL other HNB products suffer from: daily cleaning requirements. The Company's flagship **Beyond Burn™** Poda Pods contain a unique tobacco-free blend of pelletized tea leaves infused with synthetic nicotine, which provides adult smokers with a smoke-free alternative to their regular habit without sacrificing the satisfaction they are accustomed to. **Beyond Burn™** Poda Pods have been expertly

crafted to mimic the sensorial experience of traditional cigarettes without the smoke, without the smell, and without the tobacco.

FORWARD-LOOKING STATEMENTS

This news release contains "forward-looking information" within the meaning of applicable securities laws. Although Poda Lifestyle believes in light of the experience of its officers and directors, current conditions and expected future developments and other factors that have been considered appropriate, that the expectations reflected in this forward-looking information are reasonable, undue reliance should not be placed on them because Poda Lifestyle can give no assurance that they will prove to be correct. Readers are cautioned to not place undue reliance on forward-looking information. Actual results and developments may differ materially from those contemplated by these statements. The statements in this press release are made as of the date of this release. Poda Lifestyle undertakes no obligation to comment on analyses, expectations or statements made by third-parties in respect of Poda Lifestyle, its securities, or financial or operating results (as applicable). Poda Lifestyle disclaims any intent or obligation to update publicly any forward-looking information, whether as a result of new information, future events or results or otherwise, other than as required by applicable securities laws.

The Canadian Securities Exchange has not reviewed and does not accept responsibility for the adequacy or accuracy of the content of this news release.