



PODA ANNOUNCES LISTING ON THE FRANKFURT STOCK EXCHANGE

Vancouver, BC, May 14, 2021 – PODA LIFESTYLE AND WELLNESS LTD. (CSE: PODA) (FSE: 99L) ("Poda" or the "Company") is pleased to announce that it has begun trading on the Frankfurt Stock Exchange (the "FSE") under the following trading symbol and codes:

FSE: 99L

WKN: A3CN95

ISIN: CA73044M1068

The Company's CUSIP number remains unchanged.

Poda is now dual listed on the Canadian Securities Exchange and the Frankfurt Stock exchange. The FSE is not only the largest exchange in Germany it is also considered one of the world's largest trading centers for securities. The Company anticipates the FSE listing will provide increased liquidity and significantly broaden Poda's investor base throughout Europe including Germany, Switzerland, Luxembourg and other countries where heat-not-burn ("HNB") products have gained considerable momentum and are positioned for [substantial growth](#).

"Listing on the Frankfurt Stock Exchange is an important milestone, as it provides Poda with the ability to significantly increase its investor base and introduce our unique HNB products to the broader European community", stated Ryan Selby, CEO, Director and Chairman of the Board.

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.