

Poda Announces DTC Eligibility

VANCOUVER, BC, Aug. 10, 2021 /CNW/ - **PODA LIFESTYLE AND WELLNESS LTD. ("Poda" or the "Company")** (CSE: PODA) (FSE: 99L) (OTC: PODAF) is pleased to announce that it is now eligible for Depository Trust Company ("DTC") services in relation to the Company's listing on the OTC. Through the OTC listing, United States investors may more easily trade PODAF stock, in addition to Poda's listing on the CSE [PODA] in Canada and the FSE [99L] in Germany.

Ryan Selby, CEO, commented, "I am extremely pleased that Poda is now DTC eligible, as this allows the Company to provide wider access to U.S. investors and provides U.S. investors with more opportunities to acquire Poda stock. Poda is a truly global company, and our products have universal applicability in virtually every country and for each of the 1.3 billion current adult smokers around the world. We look forward to expanding our investor base in the U.S. market and to the enhanced access and liquidity that DTC eligibility will provide."

DTC is a subsidiary of the Depository Trust and Clearing Corporation (DTCC), one of the world's largest securities depositories that manages the electronic clearing and settlement of publicly traded companies. Poda is now eligible to be electronically cleared and settled, which will streamline the process of trading, enhance liquidity, and provide direct access to investors in the U.S. OTC capital markets.

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 over 60 additional countries, covering almost 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 eliminates all cleaning requirements and provides a truly ashless HNB cigarette. Poda Lifestyle's fully patented system is 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 satisfaction. **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.

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