

Delivra Health Brands' Dream Water® Brand Launches its Sleep Gummies into the Canadian Market

February 21, 2024 – Vancouver, British Columbia – Delivra Health Brands Inc. ("**Delivra Health**" or the "**Company**") (TSX-V: DHB; OTCQB: DHBUF), a consumer packaged goods company uniquely positioned in the health and wellness sector, is pleased to announce that its Dream Water® brand will be launching a new line of sleep gummies in the Canadian market. Sleep Gummies are expected to be available to Company distributors, retailers and e-commerce channels in June 2024.

The launch of Dream Water® Sleep Gummies in Canada is a significant milestone for the Company and will contribute to the Company's sales growth plan and brand expansion in North America. The product will be available through Delivra Health's national distribution partners in both retail and e-commerce channels and will improve Dream Water's overall channel penetration by leveraging the Company's expertise in branding, marketing, and distribution. Furthermore, this extension into a new functional format will allow the Dream Water® brand to meet the changing trends in consumer behavior.

"We are pleased to announce that Dream Water® Sleep Gummies have been approved by Health Canada and will be available in Canadian retail and e-commerce locations in June of 2024, said Gord Davey, President and Chief Executive Officer of Delivra Health Brands. "The Canadian launch extends the success we have seen with this product in the United States in channels such as e-commerce, grocery, convenience and travel outlets, including all major US airports. We plan to continue our global rollout of Dream Water® products and provide Dream Water® Sleep Gummies to more territories in the near future."





About Delivra Health Brands Inc.

Helping people take control of their health with alternative wellness solutions is what energizes the Delivra Health team! The Delivra Health portfolio features innovative brands like Dream Water® and LivRelief™, which deliver relief from common everyday issues like chronic pain, anxiety, and sleeplessness. Delivra Health products have allowed millions of customers to reclaim their mobility, energy, and in turn, quality of life. The websites of the Company's two subsidiaries are [Dream Water®](#) and [LivRelief™](#). For more information, please visit www.delivrahealthbrands.com.

Cautionary Note Regarding Forward-Looking Statements

This news release contains "forward-looking information" and "forward-looking statements" (collectively, "forward-looking statements") within the meaning of the applicable Canadian securities legislation. All statements, other than statements of historical fact, are forward-looking statements and are based on expectations, estimates, and projections as at the date of this news release. Any statement that involves discussions with respect to predictions, expectations, beliefs, plans, projections, objectives, assumptions, future events or performance (often but not always using phrases such as "expects", or "does not expect", "is expected", "anticipates" or "does not anticipate", "plans", "budget", "scheduled", "forecasts", "estimates", "believes" or "intends" or variations of such words and phrases or stating that certain actions, events or results "may" or "could", "would", "might" or "will" be taken to occur or be achieved) are not statements of historical fact and may be forward-looking statements. In this news release, forward-looking statements include, among other things, statements with respect to the timing of when the Dream Water® Sleep Gummies are expected to be available in Canada, any future rollouts of Dream Water® products, the Company's products offering relief from chronic pain, anxiety, and sleeplessness, expectations regarding increase of the Company's revenues and profitability, the Company's growth objectives, increasing revenues and profitability, growth in new markets, and new distribution partners.

These forward-looking statements are based on reasonable assumptions and estimates of management of the Company at the time such statements were made. Actual future results may differ materially as forward-looking statements involve known and unknown risks, uncertainties, and other factors which may cause the actual results, performance, or achievements of the Company to materially differ from any future results, performance, or achievements expressed or implied by such forward-looking statements. Such factors, among other things, include: fluctuations in general macroeconomic conditions; fluctuations in securities markets; expectations regarding the size of the cannabis markets where the Company operates; changing consumer habits; the ability of the Company to successfully achieve its business objectives; plans for expansion; political and social uncertainties; inability to obtain adequate insurance to cover risks and hazards; employee relations and the presence of laws and regulations that may impose restrictions on cultivation, production, distribution, and sale of cannabis and cannabis-related products in the markets where the Company operates. Although the forward-looking statements contained in this news release are based upon what management of the Company believes, or believed at the time, to be reasonable assumptions, the Company cannot assure shareholders that



actual results will be consistent with such forward-looking statements, as there may be other factors that cause results not to be as anticipated, estimated or intended. Readers should not place undue reliance on the forward-looking statements and information contained in this news release. The Company assumes no obligation to update the forward-looking statements of beliefs, opinions, projections, or other factors, should they change, except as required by law.

Additional information regarding this and other risks and uncertainties relating to the Company's business are contained under the heading "Risk Factors" in the Company's annual information form dated March 2, 2021, and under the heading "Risks and Uncertainties" in the Company's management's discussion and analysis dated November 28, 2023 for the three months ended September 30 2023, filed under the Company's profile on SEDAR+ at www.sedarplus.ca.

Neither TSX-V nor its Regulation Services Provider (as that term is defined in the policies of the TSX-V) accept responsibility for the adequacy or accuracy of this release.

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