

BEACN Welcomes New Director Charles Huang and Closes Final Tranche of Non-Brokered Private Placement

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VANCOUVER BC / ACCESSWIRE / January 8, 2025/ BEACN Wizardry & Magic Inc. (TSX-V: BECN) (“BEACN” or the “Company”) BEACN is pleased to announce Charles Huang, a seasoned entrepreneur and innovator, has joined the Board of Directors. Charles, known for co-founding the company behind the global phenomenon Guitar Hero®, one of the best-selling video game franchises of all time. Charles brings extensive expertise in product strategy, brand building, and scaling breakthrough consumer experiences to his new role on BEACN’s board.

BEACN’s newest board member, Charles Huang, shares his excitement about joining the team:

“BEACN takes a unique approach to sound technology. They've launched some of the most innovative products for streamers and content creators. This world-class team brings fresh perspectives to how people interact with sound and audio. I am delighted to work with them.”



Charles Huang joins BEACN’s Board of Directors to support its vision of helping streamers and content creators connect with their communities with the best sounding audio – photo credit: BEACN 2026

Building on this momentum, Kevin Alexander, BEACN's CEO, highlights the strategic value Huang brings to the company's future:

"I've had the pleasure of working with Charles during his time at Activision and as an investor and advisor. Having his leadership and operational experience in consumer electronics and gaming is a bullseye for guiding BEACN's future. The board of directors appreciates the unique opportunity it has with Charles' support."

BEACN is further pleased to announce that it has closed the final tranche (the "Final Tranche") of its non-brokered private placement (the "Offering") previously announced on November 21, 2025. Under the Final Tranche, the Company issued 3,043,478 common shares of the Company (the "Shares") at a price of C\$0.115 per Share for gross proceeds of \$350,000. In total, the Company issued 6,086,956 common shares of the Company for total gross proceeds of \$700,000 in the Offering.

The proceeds from the Offering will be used to (i) accelerate the Company's B2B and B2C sales initiatives, (ii) support strategic inventory purchases of current and new products, (iii) continue research and development of new products and (iv) for general working capital purposes.

This news release does not constitute an offer of securities for sale in the United States. The securities being offered have not been, nor will they be, registered under the United States Securities Act of 1933, as amended, and such securities may not be offered or sold within the United States.

The private placement is subject to certain closing conditions including, but not limited to, the receipt of all necessary approvals including the final approval of the TSX Venture Exchange. The Company did not pay any finders' fees in connection with the private placement. The securities issued under the private placement will be subject to a hold period under applicable securities laws in Canada expiring four months and one day from the closing date of the private placement.

About Charles Huang

BEACN Board Member Charles Huang is the co-founder of RedOctane, the company behind the global phenomenon Guitar Hero[®], one of the best-selling video game franchises of all time. A seasoned entrepreneur and innovator, Huang has spent more than two decades building consumer-focused technology and entertainment companies, guiding products from concept to worldwide cultural impact. Beyond RedOctane, he has founded and invested in multiple ventures across gaming, hardware, and digital media.

Huang brings deep expertise in product strategy, brand building, and scaling breakthrough consumer experiences to his role on the board.

About BEACN

BEACN (TSX-V: BECN), a Victoria BC based consumer electronics company, develops innovative audio equipment, peripherals and technology for gamers, live streamers, and content creators. BEACN is committed to delivering premium products that enable everyone to produce studio-quality content. BEACN's award-winning product ecosystem includes BEACN Mic, BEACN Mic Stand, BEACN Mix Create and BEACN Studio. BEACN is listed on the TSXV under the symbol BECN.

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Reader Advisory

Certain information set forth in this news release contains forward-looking statements or information ("forward-looking statements"), including details about the proposed Offering and the Company's proposed use of proceeds from the Offering. By their nature, forward-looking statements are subject to numerous risks and uncertainties, some of which are beyond the Corporation's control, including risks associated with the inability to complete the Offering, timing of receipt of regulatory approval, change in market conditions, evolving global supply chain issues, evolving economic and political issues, and demand for BEACN products.

Although the Company believes that the expectations in its forward-looking statements are reasonable, its forward-looking statements have been based on factors and assumptions concerning future events which may prove to be inaccurate. Those factors and assumptions are based upon currently available information. Such statements are subject to known and unknown risks, uncertainties and other factors that could influence actual results or events and cause actual results or events to differ materially from those stated, anticipated or implied in the forward-looking statements. Accordingly, readers are cautioned not to place undue reliance on the forward-looking statements, as no assurance can be provided as to future results, levels of activity or achievements. Furthermore, the forward-looking statements contained in this document are made as of the date of this document and, except as required by applicable law, the Company does not undertake any obligation to publicly update or to revise any of the included forward-looking statements,

whether as a result of new information, future events or otherwise. The forward-looking statements contained in this document are expressly qualified by this cautionary statement.

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