

Mikra Launches New Immune Protect Gummies with Bundle Sales Promotion

Mikra launches Protect, a new natural immune support product based on Aronia berries and key vitamins, shipping a free trial bottle with our next 500 orders

TORONTO, Dec. 20, 2023 -- Lifeist Wellness Inc. ("Lifeist" or the "Company") (TSXV: LFST) (FRANKFURT: M5B) (OTCMKTS: LFSWF), a health-tech company that leverages advancements in science and technology to build breakthrough ventures that transform human wellness, is pleased to announce the launch of its new immune support product, **Protect**, by its U.S. biosciences subsidiary Mikra Cellular Sciences Inc. ("Mikra"), with a new bundle sales promotion where the next 500 customer orders will receive a trial bottle of **Protect** at no cost. This bundle sale is available now at <https://bit.ly/mikra-protect>.

"With our renewed rigor and focus on the power of combining the highest quality science-driven clinical research with a holistic, whole-person approach to natural wellness, the team at Mikra is delighted to bring a second new product to market this year," said Meni Morim, CEO of Lifeist. "Through bundled sales and other promotions, the Mikra team is working hard to further boost sales and establish a presence in the market. Mikra's next new science-based product is anticipated to complete R&D and formulation in Q1, and we look forward to sharing much more about it at that time."

Protect comes in a tasty gummy format that combines the antioxidant power of Aronia berries with the reliable immune support functions of supplemental zinc and vitamin C, complemented by vitamin D to tackle the shorter days in winter.

A comprehensive U.S. clinical review underscored the benefits of **Protect**'s main active ingredient:

As documented in previous studies, Aronia berries show potent inhibitory activity toward various types of infections, which have been attributed to their potent antioxidant components¹.

Regarding other key active ingredients in **Protect**, a Swiss clinical review concluded:

These trials document that adequate intakes of vitamin C and zinc ameliorate symptoms and shorten the duration of respiratory tract infections including the common cold².

Mikra is pushing biosciences beyond the expected with the belief that it is possible to add more active, vigorous, enjoyable, and valuable years to your life through protecting and maintaining your cellular health. Its recent addition of two innovative natural products aligns with Mikra's commitment to reaching a wider audience and making their innovative products readily available to enhance wellness journeys.

Lifeist is committed to bringing natural products -- backed by real science -- to current and future customers and looks forward to introducing additional new products in the first two quarters of 2024.

About Lifeist Wellness Inc.

Sitting at the forefront of the post-pandemic wellness revolution, Lifeist leverages advancements in science and technology to build breakthrough companies that transform human wellness. Portfolio business units include: CannMart, which operates a B2B wholesale distribution business facilitating recreational cannabis sales to Canadian provincial government control boards including for CannMart Labs, a BHO extraction facility producing high margin cannabis 2.0 products; Australian Vapes, one of Australia's largest online retailers of vaporizers and accessories; and Mikra, a biosciences and consumer wellness company developing and selling innovative therapies for cellular health.

Information on Lifeist and its businesses can be accessed through the links below:

www.lifeist.com

<https://cannmart.com>

<https://wearemikra.com/>

www.australianvaporizers.com.au

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Forward Looking Information

This news release contains "forward-looking information" within the meaning of applicable securities laws. All statements

contained herein that are not historical in nature contain forward-looking information. Forward-looking information can be identified by words or phrases such as “may”, “expect”, “likely”, “should”, “would”, “plan”, “anticipate”, “intend”, “potential”, “proposed”, “estimate”, “believe” or the negative of these terms, or other similar words, expressions and grammatical variations thereof, or statements that certain events or conditions “may” or “will” happen.

The forward-looking information contained herein, including, without limitation, statements related to Mikra’s new mental health product and expectations relating to Mikra’s future introduction of new products, are made as of the date of this news release and are based on assumptions management believed to be reasonable at the time such statements were made, including without limitation, expectations that the development of Mikra’s new immune support product is successfully completed as anticipated, its expectation that the nutraceutical market will develop as currently anticipated, the nutraceutical market will continue to be a multi-billion dollar high-margin market, the introduction of new products and brands will generate additional revenue, expectations that CELLF, RESCUE, SERENITY, PROTECT and other new cellular health products to be developed by Mikra will gain market acceptance along with the expansion of the market for nutraceutical products, as well as other considerations that are believed to be appropriate in the circumstances. While we consider these assumptions to be reasonable based on information currently available to management, there is no assurance that such expectations will prove to be correct. By its nature, forward-looking information is subject to inherent risks and uncertainties that may be general or specific and which give rise to the possibility that expectations, forecasts, predictions, projections or conclusions will not prove to be accurate, that assumptions may not be correct, and that objectives, strategic goals and priorities will not be achieved. A variety of factors, including known and unknown risks, many of which are beyond our control, could cause actual results to differ materially from the forward-looking information in this news release. Such factors include, without limitation: the failure to successfully develop Mikra’s new mental health product as anticipated and in a timely manner, the inability of the Company to develop Mikra’s business as anticipated, unanticipated changes to current regulations that would adversely impact Mikra’s business, unforeseen developments that would delay Mikra’s ability to sell newly developed nutraceutical products, the risk that the expected demand for nutraceutical products in general and those of Mikra in particular does not develop as anticipated and risks relating to the Company’s ability to execute its business strategy and the benefits realizable therefrom. Additional risk factors can also be found in the Company’s current MD&A filed under the Company’s SEDAR profile at www.sedar.com. Readers are cautioned not to put undue reliance on forward-looking information. The Company undertakes no obligation to update or revise any forward-looking information, whether as a result of new information, future events or otherwise, except as required by applicable law. Forward-looking statements contained in this news release are expressly qualified by this cautionary statement.

Source: Lifeist Wellness Inc.

¹ Potential Benefits of Aronia Melanocarpa Fruits and Their Constituents in Improving Human Health - <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC9696386/>

² Immune-enhancing role of vitamin C and zinc and effect on clinical conditions - <https://pubmed.ncbi.nlm.nih.gov/16373990/>