



Corporate Disclosure Policy

Lifeist Wellness, Inc.

Effective as of and from April 26, 2023

I. INTRODUCTION

The Board of Directors (the "**Board**") of Lifeist Wellness Inc. ("Lifeist") has determined that Lifeist should formalize its policy on corporate disclosure in accordance with the provisions of National Instrument 51-102 – *Continuous Disclosure Obligations*.

II. OBJECTIVE OF THE POLICY

The objectives of this Corporate Disclosure Policy (the "**Policy**") are to:

1. reinforce Lifeist's commitment to compliance with the continuous disclosure obligations imposed by Canadian securities law and regulations and the rules of the TSX Venture Exchange (the "**TSXV**") with an aim to ensuring that all communications to the investing public about the business and affairs of Lifeist are: informative, timely, factual and accurate, and consistent and broadly disseminated in accordance with all applicable legal and regulatory requirements;
2. confirm in writing Lifeist's existing disclosure policies, guidelines and procedures;
3. ensure that all persons to whom this Policy applies understand their obligations to preserve the confidentiality of material information;
4. promote effective communication with shareholders and encourage their participation at general meetings; and
5. establish the Responsible Parties to help achieve the above objectives.

III. APPLICATION OF THE POLICY

This Policy applies to all directors, officers, employees, consultants and contractors of Lifeist who have access to confidential corporate information as well as those persons authorized to speak on behalf of Lifeist. This Policy also covers all disclosure made in documents filed with stock exchanges, securities regulators, all financial and non-financial disclosure, including management's discussion and analysis and written statements made in Lifeist's annual and quarterly reports, press releases, letters to shareholders, presentations by senior management and information contained on Lifeist's website and other electronic communications. It extends to all oral statements made in meetings and telephone conversations with analysts and investors, interviews with the media as well as presentations, speeches, press conferences, conference calls and webcasts.

IV. COMMUNICATION OF THE POLICY

Copies of this Policy are made available to directors, officers, employees and consultants, either directly or made available on Lifeist's website. All directors, officers and employees will be informed whenever significant changes are made. New directors, officers, employees and consultants will be provided with a copy of this Policy.

1. Administrative responsibility
2. General

The Chief Executive Officer will be the individual primarily responsible for ensuring that Lifeist complies with all legal and regulatory disclosure requirements, including:

- (a) overseeing Lifeist 's corporate disclosure practices and monitoring compliance with this Policy;
- (b) initiating, with input and advice from the other members of senior management, disclosure of material information in accordance with the processes and procedures set out in this Policy; and
- (c) dealing with any issues which may be raised from time to time by the regulatory authorities.

Lifeist's Chief Executive Officer, Chief Financial Officer and Investor Relations Officer (the "**Spokespersons**"), are the individuals responsible for communication with investment analysts, shareholders, potential investors and the media, for initiating and overseeing presentations, conference calls and other communications with analysts and other members of the financial community and for overseeing the electronic communications aspect of this Policy. In carrying out their responsibilities, the Spokespersons will seek to ensure that no undisclosed material information

All employees of Lifeist, directly or through their immediate supervisor, must keep the CEO and CFO sufficiently apprised of potentially material developments so they can discuss and evaluate any events that might give rise to a disclosure obligation.

V. GENERAL GUIDELINES

1. Principles of Disclosure of Material Information

In complying with the continuous disclosure obligations imposed by Canadian securities law and the regulations and the rules of the TSXV, Lifeist shall be governed by the following principles in disseminating material information:

- (a) material information shall be publicly disclosed immediately by way of press release, the dissemination of which shall contemporaneously include all applicable regulators;
- (b) material changes in the business and affairs of Lifeist shall be described in a material change report, which shall be filed with the applicable Canadian securities regulators as soon as practical and in any event no later than ten (10) days after the material change occurs. In the event of a material change which the Chief Executive Officer has determined should remain confidential, upon approval by the Board, a confidential material change report shall be filed directly or

through counsel with the applicable Canadian securities regulators, and the Chief Executive Officer and the Board shall review their decision to keep the information confidential not less than every ten (10) days;

(c) there is no distinction between favourable and unfavourable material information for disclosure purposes and both types of material must be disclosed promptly and fully in accordance with this Policy;

(d) disclosure must be complete and include any information which by omission would make the rest of the disclosure misleading;

(e) there should be no selective disclosure whether to an analyst, significant investor or other person which is not made to the general public;

(f) disclosure should, to the fullest extent possible, be written in accordance with the plain language principles set forth in Companion Policy 51-102CP – *Continuous Disclosure Obligations*; and

(g) everyone to whom this Policy applies who becomes aware of information that appears to be material shall immediately disclose that information to the CEO and CFO.

2. Material Information

When determining whether or not information is material, the following factors should be taken into account:

(a) the nature of the information, the volatility and liquidity of Lifeist's securities and how prevailing market conditions will impact on materiality;

(b) the determination of whether or not information is material often involves the exercise of sound business judgments based upon experience; and

(c) if there is any doubt about whether or not information is material, Lifeist must err on the side of caution and the information must be disclosed to the public.

It is not possible to define all categories of material information. However, information should be regarded as material if there is a reasonable likelihood that such information would be considered important to an investor in making an investment decision regarding the purchase or sale of Lifeist's securities.

3. Issuing Press Releases

The CEO and CFO will make the determination as to whether any particular material information should be disclosed and the timing of such disclosure, in consultation with the GC/Legal Counsel. Thereafter:

(a) the Investor Relations Officer, or other party as deemed appropriate, shall prepare a draft of the press release which shall be circulated to the CEO and CFO for their review and approval;

(b) once completed, the press release shall be submitted (i) to the CEO and CFO for final review, approval and authorization for dissemination and (ii) to the Board in advance of dissemination for informational purposes, except where the press release contains matters that required board approval, in which case such press release shall be sent to the Board for review and comment, however final approval for dissemination of the press release shall rest with the CEO;

(c) once approved,

(i) in respect of the TSXV:

(1) if the news release is to be released during regular business hours, such press release shall be submitted to the market surveillance division of the TSXV for approval;

- when the market surveillance division has approved its release, in respect of news releases to be issued during regular business hours, the press release shall be forwarded to the appropriate newswire for dissemination to the public;
- after the press release has been disseminated, Lifeist shall forthwith file it on SEDAR and post its contents in full on the Lifeist Website;
- if a conference call is planned, provide advance notice by way of press release of the date and time of any conference call to discuss the material information, the subject matter of the call and the means for accessing it;

(ii) If a conference call is planned, hold the conference call in an open manner, permitting investors and others to listen either by telephone or through internet webcasting; and provide dial-in and/or webcast replay or make transcripts of the call available for a reasonable period of time after the conference call,

The CEO and CFO shall consider on each occasion whether it is necessary to request that the TSXV place a trading halt on Lifeist's securities in the intervening period between Lifeist becoming aware of material information requiring immediate disclosure under the TSXV rules and shall advise the Board on each such occasion of such occurrence.

4. Designated Spokespeople

Employees other than the Spokespersons must not respond under any circumstances to inquiries from the investment community, the media, regulatory authorities or others unless specifically authorized by one of the Spokespersons. All such communications must be referred to a Spokesperson. Spokespersons for any subsidiary of Lifeist shall be designated by the Chief Executive Officer.

Any Spokesperson of Lifeist, whether authorized or not, who makes a public oral statement that contains a misrepresentation, could be sued.

5. Confidentiality of Information

All directors, officers and employees of, and consultants to, Lifeist are legally bound not to disclose material undisclosed information, and shall not disclose confidential information, to anyone outside of Lifeist. In addition to the legal requirements, directors, officers and employees of, and consultants to, Lifeist are expected to observe the following:

- (a)** do not discuss Lifeist's business and affairs in places where the discussion may be overheard;
- (b)** confidential documents should not be read or displayed in public places or discarded where they can be retrieved;
- (c)** documents and files containing confidential information should be kept in a safe place with restricted access;
- (d)** transmission of documents by fax, email or other electronic means should be made only where it is reasonable to assume that transmission can be made and received under secure conditions; and
- (e)** documents containing confidential information should be promptly removed from conference rooms and work areas after meetings have concluded and extra copies of confidential documents should be destroyed.

Every effort shall be made to limit access to such confidential information to only those who need to know the information, and such persons shall be advised that the information is to be kept confidential.

Outside parties who receive or are privy to undisclosed confidential information in the course of conducting business with Lifeist must confirm their commitment to non-disclosure in a written confidentiality agreement.

6. Selective Disclosure

All directors, officers and employees of, and consultants to, Lifeist are legally bound not to disclose confidential information, including material non-public information, to anyone outside of Lifeist. Disclosure of such information that has not been publicly disclosed to any person or select group including investment analysts, institutional investors, other market professionals and the media, is considered selective disclosure. Selective disclosure is strictly prohibited.

7. Unintentional Selective Disclosure

Disclosure of material non-public information by a person who either did not know or was reckless in not knowing, prior to making the disclosure, is unintentional selective disclosure. If unintentional selective disclosure has been made, then the Board must be immediately notified. The CEO on behalf of the Board shall immediately take all appropriate steps including:

- (a)** notify the TSXV immediately of the unintentional selective disclosure and determine with the TSXV whether a trading halt should be instituted pending issuance of a press release;
- (b)** publicly disclose the material information by way of a press release; and
- (c)** notify the person to whom the unintentional selective disclosure was made that such information has not been publicly disclosed and must remain confidential and that they may not trade in securities of Lifeist with knowledge of such information until it is generally disclosed.

VI. DEALING WITH REGULATORS

If requested by a stock exchange or other securities regulatory authority to make a public statement, including in response to a rumour, the Board shall consider whether to make a statement and determine the content of the disclosure, if any. In making its decision, the Board may consider the advice, if any, of the securities regulatory authority or other external advisors, as it deems appropriate.

The Chief Financial Officer, or other party as deemed appropriate, will be responsible for receiving inquiries from the market surveillance division of the TSXV, with respect to unusual trading activity, market rumours or other similar inquiries.

The Chief Financial Officer, or other party as deemed appropriate, is responsible for contacting the market surveillance division of the TSXV, in advance of a news release of material information, to seek approval of the news release, to watch for unusual trading, and to determine if a halt in trading is required.

VII. DEALING WITH THE INVESTMENT COMMUNITY

1. General

In communicating with investment analysts, security holders, potential investors and the media, the following practices must be avoided:

- (a)** announcing material undisclosed information that has not previously been announced by way of a press release;

- (b) selective disclosure;
- (c) attendance of less than two individuals designated by Lifeist to communicate on its behalf during any such communication where possible;
- (d) distribution of investment analyst reports (only lists of all analysts providing coverage will be supplied) to the public or employees; and
- (e) commenting on current period earnings estimates and financial assumptions other than as may be generally disclosed.

2. Analyst Meetings

Lifeist's executives may meet with analysts and portfolio managers on an individual or small group basis as required, and initiate or respond to analysts and investor calls in a timely manner. Normally, the CEO, and the Investor Relations Officer and on occasion the Chief Financial Officer and/or other members of management, will attend such meetings. When the CEO, is unable to attend such meetings, prior to such meetings, he/she may brief those participating in Lifeist's public disclosure to help ensure consistency in messages and disclosure. Where practical, statements and responses to anticipated questions should be scripted or discussed in advance. The purposes of those in attendance at such meetings and/or the pre-briefing is to keep detailed records and/or transcripts of all meetings, and to ensure that selective disclosure of undisclosed material information does not occur and to allow follow-up cross-briefing to other authorized Spokespersons to ensure that communication is consistent amongst all authorized Spokespersons.

In general, conversations with analysts should be limited to explanations or clarifications of publicly disclosed material information or other non-material information or non-confidential information. When information is formalized into a written schedule for wide distribution, it will be included in the official disclosure record containing copies of all such information, and maintained for at least five years. While Lifeist must provide the same oral or written schedule information to any person who requests it, it is not required to formally capture the various non-material discussions held.

If for any reason material non-public information is selectively disclosed to analysts, investors or media in any forum, the members of the Board should be immediately notified, and the Board shall determine the appropriate courses of action in accordance with this Policy.

3. Analyst Reports and Models

No one may comment on draft analyst reports, financial models and their underlying assumptions. Lifeist may correct the accuracy of factual information and discuss economic and industry trends, which are generally known, that may affect it.

Final reports of the analyst are proprietary to the analyst's firm and Lifeist should not be seen as endorsing such reports by redistributing or making them generally available to the public or to

employees. Notwithstanding this, subject to applicable laws Lifeist can distribute analyst reports to its board of directors, senior managers, and financial and professional advisors to assist them in monitoring communications about Lifeist and how corporate developments are affecting their analysis.

4. Analyst Revenues, Earnings and Other Estimates

Responses by the CEO or Chief Financial Officer, or other designated persons, with respect to inquiries by analysts regarding Lifeist's revenues, earnings, and other estimates shall be limited to: company forecasts and guidance already publicly disclosed and the range and average of estimates made by other analysts. It is not Lifeist's policy to guide analysts with respect to earnings estimates.

Should management determine that future results will likely be significantly or materially out of the range of any previously issued guidance by Lifeist (whether or not earnings are expected to be above or below the range), the Board should immediately consider the appropriateness of issuing a news release and conducting a conference call to explain the change.

5. Industry Conferences

Lifeist may participate in various industry conferences in Canada and elsewhere. In general, conversations with interested parties should be limited to explanations or clarifications of publicly disclosed material information or other non-material information or non-confidential information. Brochures or other handouts must be approved by the CEO or Chief Financial Officer prior to dissemination to the public. The CEO, Chief Financial Officer, or other designated party, should be present to monitor that material information is not disclosed.

VIII. DEALING WITH THE MEDIA

In communicating with the media, the following procedures shall be followed:

- 1.** Lifeist shall not provide any material undisclosed information or related documents to a reporter on any basis;
- 2.** Spokespersons should promptly respond to all media inquiries. Senior management, external counsel, IR/PR consultants, or subject matter experts should be utilized in key announcements, as appropriate, to build credibility and provide more informed disclosure; and
- 3.** Media news conferences on financial matters are normally conducted in separate forums from investors but access to information disclosed should be similar in all material respects. The CEO, Chief Financial Officer, or other designated person, should attend media conferences to monitor that material information has not been generally disclosed.

IX. DEALING WITH LEAKS, RUMOURS AND SPECULATION

In dealing with leaks, rumours and speculation, the following procedures shall be followed:

1. Lifeist's policy is to not comment, affirmatively or negatively, on rumours, subject to any requirement to do so by the TSXV Corporate Financial Manual. This also applies to rumours on the internet. Lifeist's designated Spokespersons shall respond consistently to those rumours by stating **"It is our policy not to comment on market rumours or speculation"**, subject to any requirement to do so by the TSXV;
2. If the TSXV requests that Lifeist make a definitive statement in response to a market rumour, the CEO shall consider the matter and present a recommendation as to the nature and content of a response to the Responsible Parties and the Responsible Parties shall decide whether to make a policy exception, having regard to any requirement to do so by the TSXV; and
3. If the rumour is true in whole or in part with respect to undisclosed material information an obligation to disclose such information may be created. In such circumstances, Lifeist shall immediately contact the TSXV to discuss whether trading in Lifeist's securities should be halted pending the issuance of a press release disclosing the relevant material information.

X. MAINTENANCE OF DISCLOSURE RECORD

The Investor Relations Officer, or other designated person, shall maintain:

1. a three-year record of all disclosure documents prepared and filed with securities regulators;
2. copies of all minutes of the meetings and decisions; and
3. copies of transcripts of presentations, conference calls and webcasts, notes from meetings with the media and analysts and analyst reports on Lifeist.

XI. ELECTRONIC COMMUNICATIONS

1. General

This Policy also applies to electronic communications. Accordingly, officers and employees responsible for written and oral public disclosures are also responsible for electronic communications.

2. Websites

- (a)** the Investor Relations Officer, or other designated persons, shall monitor Lifeist's website, seeking to ensure that all information on the Lifeist website is accurate, complete, up-to-date and in compliance with all relevant securities laws, the Electronic Communications Disclosure Guidelines established by the TSXV Corporate Finance Manual for the design of a website and dissemination of information electronically;

(b) disclosure on the Lifeist website alone does not constitute adequate disclosure of information that is considered material non-public information. Any disclosure of material information on the Lifeist website shall be preceded by the issuance of a press release;

(c) if Lifeist is considering a distribution of its securities, the content of the Lifeist website must be reviewed before and during the offering to ensure compliance with applicable securities laws;

(d) all investor relations material shall be contained within a separate section of the Lifeist website and shall include a notice that advises the reader that the information posted was accurate at the time of posting, but may be superseded by subsequent disclosures. All material posted to the Lifeist websites shall indicate the date such material was issued. Any material changes to the material posted on the Lifeist website shall be updated immediately;

(e) the following information shall be included in the Investors Relations section of the Lifeist website:

- a link to all public information that has been filed with the Canadian securities' regulatory authorities on SEDAR; and
- all information that is given to analysts, institutional investors and other market professionals, such as fact sheets, fact books, slides of investor presentations and material distributed at analyst and industry conferences;

(f) no media articles pertaining to the business and affairs of Lifeist shall be posted on the Lifeist website;

(g) no analyst reports shall be posted on the Lifeist website, nor elsewhere using Lifeist social media; and

(h) the Investor Relations, with the input of the Chief Financial Officer, or other designated persons, will be responsible for:

- posting on the Lifeist website forthwith after public dissemination has taken place, all public information that has been disclosed;
- carrying out regular reviews of the Lifeist website to ensure that the information on the Lifeist website is accurate, complete, up to date and in compliance with the TSXV Electronic Communications Disclosure Guidelines, and any other applicable disclosure requirements and to regularly update and correct any outdated or inaccurate information;
- ensure that all outdated or inaccurate information is removed on a timely basis and electronically archived with a link being provided to such archived information;
- ensuring that the following retention periods are applied to the following categories of information on the Lifeist website upon commencement of posting such categories:

(i) two years for annual financial statements, as applicable;

- (ii) one year for quarterly financial statements, as applicable;
- (iii) two years for press releases and other market announcements, as applicable;
- (iv) two years for annual information forms, as applicable;
- (v) six months for investor presentations, as applicable; and
- (vi) one month for webcasts and investor relations conferences, as applicable;

- approving all links from the Lifeist website to third party websites and ensuring all such links include a notice that advised the reader that he or she is leaving the Lifeist website and that Lifeist is not responsible for the contents of the other site; and
- responding to all electronic enquiries and in so doing ensuring that only information that could otherwise be disclosed in accordance with this Policy shall be used in such responses.

3. Internet Chat Rooms and Electronic Bulletin Boards

In order to help ensure that no material non-public information is inadvertently disclosed, no director, officer, or employee of Lifeist, or any consultant or contractor to Lifeist, shall participate in any internet chat room, newsgroup discussion or electronic bulletin board on matters relating to the business, affairs or securities of Lifeist, unless approved by the Chief Executive Officer, Chief Financial Officer or the Responsible Parties.

4. Email

All Lifeist email addresses are Lifeist 's corporate property, and all correspondence sent or received via such email addresses, is considered corporate correspondence on behalf of Lifeist and is subject to the provisions of this Policy.

XII. FORWARD-LOOKING INFORMATION

If Lifeist decides to or is required to disclose forward-looking information, in any disclosure document, presentation or other public communication, it shall comply with all applicable legal requirements, including the following:

1. forward-looking information shall only be released in circumstances determined by the Chief Executive Officer;
2. to the extent any forward-looking information is provided in required disclosure documents under applicable securities laws, it shall be clearly marked as forward- looking and all material assumptions used in the preparation of the forward-looking information shall be described in reasonable detail;
3. all forward-looking information shall be disclosed, updated and withdrawn in compliance with all applicable securities laws and regulations;

4. written and oral statements shall be accompanied by appropriate contingency and cautionary language or notices, which shall identify or refer to the risks and uncertainties that may cause the actual results to differ materially from those projected in the statements;

5. all forward-looking information shall be accompanied by a statement that disclaims Lifeist's intention or obligation to update or revise the forward-looking information, whether the result of new information, future events or otherwise. Notwithstanding this disclaimer, should subsequent events prove past statements to be materially different, Lifeist may in its discretion choose to update or revise the forward-looking information, subject to any requirements to do so under applicable securities laws;

6. at the beginning of any conference call or presentation, a Spokesperson shall make a statement that forward-looking information may be discussed. This shall include appropriate cautionary language or references to cautionary statements contained in publicly available documents containing the assumptions, sensitivities and a full discussion of the risks and uncertainties; and

7. if Lifeist has issued a forecast or projection in connection with an offering document pursuant to applicable securities laws, Lifeist shall update that forecast or projection as required by applicable securities laws.

XIII. CONSEQUENCES OF NON-COMPLIANCE WITH POLICY

Failure to comply with this Policy may result in severe consequences, which could include internal disciplinary action or termination of employment or consulting arrangements without notice. The violation of this Policy may also violate certain Canadian securities laws including TSXV Listing Rules and if it appears that a director, officer or employee may have violated such laws or regulations, then Lifeist may refer the matter to the appropriate regulatory authorities, which could lead to penalties, fines or even possibly imprisonment.

XIV. CERTIFICATION

All directors and officers of Lifeist, together with any employees, consultants and contractors specified by the Board of Lifeist, shall provide certification of compliance with this Policy in the form attached to Lifeist's Code of Conduct and Ethics.

XV. REVIEW OF POLICY

The Board of Lifeist shall annually review and evaluate this Policy to determine whether the Policy is effective in ensuring accurate, complete and timely disclosure in accordance with Lifeist's disclosure obligations.

XVI. QUERIES

If you have any questions about how this Policy should be followed in a particular case, please contact the Chief Executive Officer or the Chief Financial Officer of Lifeist.

XVII. APPROVAL

Adopted by the Board as of April 26, 2023.