

# PŌDA

## PODA FILES TRADEMARKS IN CANADA, US, UK, AND EUROPE

Vancouver, BC, May 27, 2021 – PŌDA LIFESTYLE AND WELLNESS LTD. ("Poda Lifestyle" or the "Company") (CSE: PŌDA, FSE: 99L) is pleased to announce that the Company has added to its intellectual property portfolio by filing trademarks in Canada, the United States, the UK and Europe for its flagship *Beyond Burn*™ Poda Pods. Poda's recent filings help secure intellectual property rights in markets where the Company's products may be sold in the future.



Poda's research and development in the Heat-Not-Burn ("HNB") space commenced in January 2015. After spending years of research and development the Poda zero-cleaning technology was granted a Canadian patent in 2018 with PCT national phase patent entries filed in over 65 additional countries, giving Poda the ability to protect its valuable intellectual property on a global scale. This patent provides Poda with protection based on the Patent filings allowing Poda to be the only closed ended cigarette on the market. A closed ended cigarette utilizing HNB heating technology allows for a truly zero clean ashless experience and provides for consistent quality each time a new Poda Pod is inserted into the heating device.

### ***Beyond Burn***

The Company filed trademarks in Canada, US, UK, and Europe for Beyond Burn representing a new way to brand the [multi-billion heat-not-burn \("HNB"\) market](#). 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 65 additional countries, covering over 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 entirely eliminates all cleaning requirements and provides a truly ashless HNB cigarette. Poda Lifestyle's fully-patented system is truly 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 the satisfaction they are accustomed to. **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.

"We are incredibly excited to update our approximately 35,000 shareholders that we have filed additional trademarks in Canada, the United States, the UK, and Europe for our innovative *Beyond Burn™* Poda Pods. These filings support our already robust IP portfolio and significantly bolster to our international marketing initiatives", stated Ryan Selby, Poda CEO, Director, and Chairman of the Board.

Additionally, The Company also announces that it has engaged Native Ads, Inc. (Native Ads) to provide a 12-month programmatic digital advertising campaign in connection with the Company's ongoing effort to increase awareness. This comprehensive advertising program is designed to build brand awareness, general awareness, and awareness within online investor content platforms. Native Ads will employ state of the art digital advertising, paid distribution, media buying and content creation to execute this important initiative. Under the terms of the agreement, Native Ads will provide a combination of strategic digital media services, marketing coordination, content production, and data analytics services.

On Behalf of the Board,  
Ryan Selby  
CEO, Director, and Chairman of the Board

Poda Lifestyle and Wellness Ltd.  
Toll-free North America: +1-833-TRY-PODA (879-7632)  
Outside North America: +1-406-TRY-PODA (879-7632)  
[investors@podalifestyle.com](mailto:investors@podalifestyle.com)  
[www.podalifestyle.com](http://www.podalifestyle.com)

## **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 65 additional countries, covering over 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 entirely eliminates all cleaning requirements and provides a truly ashless HNB cigarette. Poda Lifestyle's fully-patented system is truly 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 the satisfaction they are accustomed to. **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.*