

# TAAT Lifestyle & Wellness Ltd. Announces New OTC Ticker Symbol TOBAF

*Effective at market open on July 22, 2020, life sciences firm TAAT has changed its ticker symbol on the Pink® market from “MOLOF” to “TOBAF”. Additionally, the Company is presently in the process of upgrading its market listing to the OTCQB® exchange.*

**VANCOUVER, JULY 22, 2020 - TAAT LIFESTYLE & WELLNESS LTD. (CSE: TAAT) (OTC: TOBAF) (FRANKFURT: 2TP2) (the “Company” or “Taat”)** reports that OTC Markets Group Inc. (OTCM), operator of financial markets for 10,000 U.S. and global securities, today announced Taat Lifestyle & Wellness Ltd., an early-stage life sciences firm that has developed a better-for-you alternative to traditional cigarettes known as Beyond Tobacco™, has changed its ticker symbol on the Pink® market from its original symbol **MOLOF** to **TOBAF**, taking effect at market open on July 22, 2020.

At this time, the Company is undertaking the application process to “uplist” from the Pink® market to the OTCQB® exchange (“OTCQB”), which can represent an important step for Taat as an opportunity to provide greater transparency for its U.S. investors. Investors in the Company can benefit from Taat being listed on the OTCQB because streamlined market standards enhance information availability to the general public. To qualify for listing on the OTCQB, companies must meet high financial standards, follow best practice corporate governance, and demonstrate compliance with applicable securities laws.

This symbol change is only applicable to U.S. exchanges and does not represent a material change to the Company or its business activities. Any inquiries regarding this symbol change may be directed to Taat’s investor relations department.

On behalf of the Board of Directors of the Company,

**TAAT LIFESTYLE & WELLNESS LTD.**

“Joel Dumaresq”

Joel Dumaresq, CEO and Director

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## **About Taat Lifestyle & Wellness Ltd.**

Taat Herb Co., the flagship brand of Taat Lifestyle & Wellness, is an early-stage life sciences company based in Las Vegas, Nevada innovating nicotine-free and tobacco-free alternatives to traditional cigarettes. With a unique proprietary blend of all-natural ingredients and meticulous engineering of the user experience, Taat Beyond Tobacco™ cigarettes are designed to emulate every aspect of legacy tobacco products with no significant difference to the user. Taat Beyond Tobacco™ cigarettes provide benefits that include mitigation of tobacco withdrawals, and reduction of tobacco dependency. With an expert-led go-to-market strategy, the Company's objective is to position itself in the US \$814 billion (2018)<sup>1</sup> global tobacco industry to capitalize on the growing worldwide demand for better-for-you alternatives to traditional cigarettes.

For more information, please visit <http://taatusa.com>.

## References

<sup>1</sup> [British American Tobacco - The Global Market](#)

## **Forward Looking Statements**

This news release contains “forward-looking information” within the meaning of applicable Canadian securities legislation. Often, but not always, forward-looking information and information can be identified by the use of words such as “plans”, “expects” or “does not expect”, “is expected”, “estimates”, “intends”, “anticipates” or “does not anticipate”, or “believes”, or variations of such words and phrases or state that certain actions, events or results “may”, “could”, “would”, “might” or “will” be taken, occur, or be achieved. Forward-looking information in this news release includes statements regarding the potential launch of Taat hemp cigarettes, in addition to the following: The Company’s potential qualification for listing on the OTCQB® exchange. The forward-looking information reflects management’s current expectations based on information currently available and are subject to a number of risks and uncertainties that may cause outcomes to differ materially from those discussed in the forward-looking information. Although the Company believes that the assumptions and factors used in preparing the forward-looking information are reasonable, undue reliance should not be placed on such information and no assurance can be given that such events will occur in the disclosed timeframes or at all. Factors that could cause actual results or events to differ materially from current expectations include: (i) adverse market conditions; (ii) changes to the growth and size of the tobacco and CBD markets; and (iii) other factors beyond the control of the Company. The Company operates in a rapidly evolving environment. New risk factors emerge from time to time, and it is impossible for the Company’s management to predict all risk factors, nor can the Company assess the impact of all factors on Company’s business or the extent to which any factor, or combination of factors, may cause actual results to differ from those contained in any forward-looking information. The forward-looking information included in this news release are made as of the date of this news release and the Company expressly disclaims any intention or

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.

The statements in this news release have not been evaluated by Health Canada or the U.S. Food and Drug Administration. As each individual is different, the benefits, if any, of taking the Company's products will vary from person to person. No claims or guarantees can be made as to the effects of the Company's products on an individual's health and well-being. The Company's products are not intended to diagnose, treat, cure, or prevent any disease.

This news release may contain trademarked names of third-party entities (or their respective offerings with trademarked names) typically in reference to (i) relationships had by the Company with such third-party entities as referred to in this release and/or (ii) client/vendor/service provider parties whose relationship with the Company is/are referred to in this release. All rights to such trademarks are reserved by their respective owners or licensees.

### **Statement Regarding Third-Party Investor Relations Firms**

Disclosures relating to investor relations firms retained by Taat Lifestyle & Wellness Ltd. can be found under the Company's profile on <http://sedar.com>.