

# TAAT™ CEO Setti Coscarella Delivering "Tobacco Disruptor" Presentation for Global Chinese Financial Forum Virtual Event on Thursday April 15

LAS VEGAS and VANCOUVER, APRIL 12, 2021 - TAAT™ LIFESTYLE & WELLNESS LTD. (CSE: TAAT) (OTCQX: TOBAF) (FRANKFURT: 2TP2) (the "Company" or "TAAT™") is pleased to announce that on Thursday, April 15, 2021, TAAT™ Chief Executive Officer Setti Coscarella will be speaking at the Global Chinese Financial Forum ("GCFF") *Investing in Innovation* virtual conference, delivering a presentation titled "*Tobacco Disruptor*" to a global audience, with approximately 300 attendees expected for each session at the conference. The presentation, which will feature translations for Chinese-speaking viewers, is scheduled to take place at 1:25 pm EDT / 10:25 am PDT for a duration of approximately 20 minutes. In this presentation, Mr. Coscarella will introduce TAAT™ and describe its unique position in the USD \$814 billion global tobacco industry. Mr. Coscarella will highlight the Company's progress to date, including the execution of the Company's first U.S. product launch in Ohio, as well as bringing the TAAT™ e-commerce portal online to make the product available to the majority of smokers aged 21+ in the United States.

Thursday's GCFF *Investing in Innovation* virtual event begins at 11:00 am EDT / 8:00 am PDT and will run until approximately 3:50 pm EDT / 12:50 pm PDT. Interested parties may register to attend at no charge on the event's webpage: <https://nai500.com/events/gcff-2021-investing-in-innovation/>

The GCFF series is produced by NAI Interactive Ltd. ("NAI"), a market intelligence and investor relations service provider founded in 1998 with offices in Vancouver and Shanghai, with a focus on connecting North American public companies with Chinese investors. NAI has also gained reach in other Asian markets to include Taiwan, Singapore, and Hong Kong. In 2000, NAI began hosting investor events in global finance hotspots to include Toronto, Vancouver, Shanghai, and Shenzhen. The 20th GCFF *Main Event* was held in Toronto on November 2, 2019 before being adapted to a virtual event in 2020. Other recent GCFF events include [Diversified Investing Strategies](#) (November 5, 2020), [Base Metals & Energy Metals Day](#) (February 3, 2021), and [Precious Metals Day](#) (February 4, 2021).

Corporate Speaker

演讲嘉宾



Setti Coscarella  
Chief Executive Officer

Setti Coscarella  
首席执行官

Prior to joining TAAT™ as CEO, Mr. Coscarella was a lead strategist at Philip Morris International ("Philip Morris"). Holding an MBA from the Schulich School of Business, Mr. Coscarella's professional experience includes analyst and investment banking roles at

在加入TAAT™担任首席执行官之前，Coscarella先生曾任职于Philip Morris International ("Philip Morris")，在Philip Morris公司迅速升职，并开始为高级管理人员提供创新战略建议，为降低风险产品("RRP")类别进

At 1:25 pm EDT / 10:25 am PDT on Thursday, April 15, 2021, TAAT™ CEO Setti Coscarella will be presenting at the GCFF Investing in Innovation virtual conference, where an audience of approximately 300 investors from North America, China, and other markets in Asia will be introduced to TAAT™ as a unique player in the USD \$814 billion global tobacco industry. Members of the public can register to attend the event free of charge by clicking [here](#).

Readers using news aggregation services may be unable to view the media above. Please access SEDAR or the Investor Relations section of the Company's website for a version of this press release containing all published media.

TAAT™ CEO Setti Coscarella commented, "Now that we are establishing a presence in our initial market, we have a great story to share with a global audience of investors who may not yet be familiar with TAAT™ and its unique value proposition for smokers aged 21+. The concept of a smokable product with no tobacco or nicotine is very novel, and it has attracted considerable interest from investors in China, whose population of tobacco smokers is approximately eight times the size of Canada's total population. It has been a pleasure to work with NAI to create a presentation for the GCFF Investing in Innovation event on Thursday, and I am looking forward to sharing our message with an eager and engaged audience of global investors as we continue to gain momentum with the launch of TAAT™ in the United States."

On behalf of the Board of Directors of the Company,

**TAAT™ LIFESTYLE & WELLNESS LTD.**

“Setti Coscarella”

Setti Coscarella, CEO and Director

For further information, please contact:

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**About TAAT™ Lifestyle & Wellness Ltd.**

The Company has developed TAAT™, which is a tobacco-free and nicotine-free alternative to traditional cigarettes offered in "Original", "Smooth", and "Menthol" varieties. TAAT™'s base material is Beyond Tobacco™, a proprietary blend which undergoes a patent-pending refinement technique causing its scent and taste to resemble tobacco. Under executive leadership with "Big Tobacco" pedigree, TAAT™ was launched first in the United States in Q4 2020 as the Company seeks to position itself in the \$814 billion<sup>1</sup> global tobacco industry.

For more information, please visit <http://taatglobal.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 Beyond Tobacco™, in addition to the following: Potential outcomes from Setti Coscarella’s presentation of TAAT™ at

the GCFF *Investing in Innovation* event on Thursday, April 15, 2021. 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 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**

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