

# **POTENT VENTURES APPOINTS MR. KORY ZELICKSON, CO-FOUNDER OF NAMASTE TECHNOLOGIES AND VEJII HOLDINGS, TO ITS ADVISORY BOARD AS IT PREPARES TO LAUNCH THE GUMMY PROJECT**

- *Mr. Zelickson delivers extensive experience and expertise in scaling start-ups.*
- *Mr. Zelickson adds a wealth of knowledge within the sustainable products sector which will expedite the launch of Gummy Project product line.*
- *The Gummy Project to Champion Endangered Keystone Species, supporting global efforts to raise awareness and protect Keystone Species through sales of low sugar high-quality gummy products*

**VANCOUVER, March 10, 2022 – Potent Ventures (“Potent” or the “Company”) (CSE: POT - FSE: 0OS2 - OTCQB: POTVF)** is excited to announce that the Company has appointed Mr. Kory Zelickson, co-founder of Namaste Technologies (now Lifeist Wellness Inc.) and Vejii Holdings (CSE: VEJI)(OTC: VEJIF), to its Advisory Board as it prepares to launch the Gummy Project and its purpose-driven “Keystone” species product marketing strategy for its initial gummy product line.

“The Gummy Project is thrilled to welcome Kory to our strong team of advisors,” said Mr. Charlie Lamb, CEO, The Gummy Project. “The response to our “Keystone” species model has been extremely encouraging and Kory will add tremendous value and experience to the Company as we streamline our roadmap to launch of The Gummy Project and our initial product line.”

## Kory Zelickson Highlights

- Kory has over 15 years of demonstrated innovation and technology experience, launching successful e-commerce and technology start-ups.
- Kory is an engineer by trade, with expertise in midstream processes and innovation.
- Kory co-founded the multivendor platform Namaste Technologies, which became a publicly traded company in 2014. In 2018, the company reached a market valuation of +\$1B, realizing +20x returns for its initial series of investors.
- Currently, Mr. Zelickson is the co-founder and CEO of Vejii Holdings Ltd., a digital marketplace for plant-based and sustainable living products. The company supports and scales local start-ups and multi-national brands across its platform. Vejii Holdings also owns and operates VeganEssentials.com, a pioneer in the online vegan grocery, and VEDGEco.com, the first plant based B2B platform which services independent restaurants and grocers

"The Gummy Project represents very compelling story to me as consumer sentiment continues to shift towards sustainable companies," said Mr. Zelickson. "I believe the Gummy Project's innovation and creativity, when marketed strategically, will be rewarded with long-term consumer loyalty."

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#### **Forward Looking Statements**

Certain information set forth in this news release may contain forward-looking statements that involve substantial known and unknown risks and uncertainties. All statements other than statements of historical fact are forward-looking statements, including, without limitation, statements regarding the change of business and regulatory and shareholder approval of same, growth of the low sugar and plant-based gummy market, business strategy, corporate vision, proposed expansion, partnerships, joint-ventures and strategic alliances and co-operations, budgets, cost and plans and objectives of or involving the Company. Such forward-looking information reflects management's current beliefs and is based on information currently available to management. Often, but not always, forward-looking statements can be identified by the use of words such as "plans", "expects", "is expected", "budget", "scheduled", "estimates", "forecasts", "predicts", "intends", "targets", "aims", "anticipates", "may" or "believes" or variations (including negative variations) of such words and phrases or may be identified by statements to the effect that certain actions "may", "could", "should", "would", "might" or "will" be taken, occur or be achieved. A number of known and unknown risks, uncertainties and other factors may cause the actual results or performance to materially differ from any future results or performance expressed or implied by the forward-looking information. These forward-looking statements are subject to numerous risks and uncertainties, certain of which are beyond the control of the Company including, but not limited to, the impact of general economic conditions, industry conditions, risks relating to epidemics or pandemics such as COVID-19, including the impact of COVID-19 on the Company's business, financial condition, and results of operations. Readers are cautioned that the assumptions used in the preparation of such information, although considered reasonable at the time of preparation, may prove to be imprecise and, as such, undue reliance should not be placed on forward-looking statements. The Company does not assume any obligation to update or revise its forward-looking statements, whether as a result of new information, future events, or otherwise, except as required by securities laws.