HYTN Appoints Fabian Monaco to Board of Directors

VANCOUVER, British Columbia – Mar 20, 2026 - HYTN Innovations Inc. (CSE: HYTN, FSE: 85W0, OTC PINK: HYTNF) ("HYTN" or the "Company"), a pharmaceutical manufacturer specializing in cannabis, is pleased to announce the appointment of Mr. Fabian Monaco to its Board of Directors, effective immediately.

Mr. Monaco is an accomplished technology entrepreneur, investor, and operator with a proven history of building and scaling high-growth businesses. He brings extensive experience across venture capital, private equity, and public markets, with a focus on software, fintech, and platform-based companies. Mr. Monaco is the owner of Giumar Capital Inc., a boutique investment banking and advisory practice. He is also the co-founder and former Chief Executive Officer of Gage Growth Corp., which was acquired by TerrAscend Corp. for over $500 million in 2022. Under his leadership, Gage expanded into a $100 million revenue business with more than 15 retail locations and over 350 employees. In addition to his operating experience, Mr. Monaco is a lawyer with a background in capital markets, having held roles at major international law firms and investment banks where he specialized in mergers and acquisitions and financing transactions.

"I'm pleased to join HYTN at an exciting stage of its development," stated Fabian Monaco. "The Company is well positioned with a differentiated strategy, and I look forward to working with the team to support its continued growth and long-term success."

"Mr. Monaco brings a unique combination of entrepreneurial success, capital markets expertise, and hands-on operating experience that aligns extremely well with HYTN's growth strategy," said Elliot McKerr, Chief Executive Officer of HYTN Innovations Inc. "His track record of building and scaling businesses, along with his ability to identify and execute on strategic opportunities, will be invaluable as we continue to expand the Company and drive long-term shareholder value."

The Company also announces further to its news releases on January 9th, 2026 and March 2nd, 2026, that it is extending its engagement of MCS Market Communication Service GmbH (Saarlandstraße 28, 58511 Lüdenscheid, Germany; email: info@mcsmarket.de, Tel: +49 177 248 1220) ("MCS") to provide certain marketing and communications services. The engagement is expected to commence on March 23rd, 2026, and continue for a period of approximately 60 days, or until the allocated budget is exhausted, subject to earlier termination or extension at the discretion of the Company.

The services to be provided by MCS are expected to include the development of digital content and advertising materials, keyword optimization, project coordination, and media distribution services, with the objective of increasing general awareness of the Company and its business. MCS will execute these services through online platforms using demographic, geographic, keyword, and interest-based targeting to reach relevant investor audiences.

MCS is arm's-length to the Company. In consideration for the services, the Company has agreed to pay €100,000 to MCS. No securities of the Company will be issued as compensation, and to the knowledge of the Company, neither MCS nor any of its principals hold any securities of the Company.

About HYTN Innovations Inc.

HYTN Innovations Inc. is a pharmaceutical company specializing in the formulation, manufacturing, marketing, and sale of products containing psychoactive and psychotropic compounds, including cannabis-derived cannabinoids. The Company focuses on serving federally regulated markets by applying pharmaceutical-grade development, manufacturing, and quality systems. HYTN advances products to market by identifying regulated market opportunities and leveraging its integrated development and commercialization platform.

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Forward-Looking Statements

Certain statements contained in this press release constitute forward-looking information within the meaning of applicable securities laws. Forward-looking information relates to future events or future performance and is generally identifiable by the use of words such as “expect,” “intend,” “may,” “will,” “anticipate,” “believe,” and similar expressions, or by statements regarding matters that are not historical facts. Such statements are based on the Company’s current beliefs, assumptions, and expectations regarding future events and operating conditions.

This press release contains forward-looking information relating to, among other things: the anticipated commencement, duration, scope, and continuation of the marketing and communications services to be provided by MCS Market Communication Service GmbH; the nature and extent of the services to be delivered; and the anticipated objectives or outcomes of such services.

Forward-looking information is based on certain assumptions, including, but not limited to: the assumption that the marketing services will be provided as contemplated; that the engagement will continue for the anticipated term or budgeted amount; and that the Company will continue to allocate resources toward marketing and communications activities. These assumptions are based on information currently available to the Company. Although management believes such assumptions to be reasonable, there can be no assurance that they will prove to be correct.

Forward-looking information is subject to known and unknown risks, uncertainties, and other factors that may cause actual results, events, or outcomes to differ materially from those expressed or implied by such forward-looking information. These risks and uncertainties include, without limitation: the risk that the marketing services are modified, delayed, terminated, or do not proceed as anticipated; the risk that the services do not achieve the intended objectives; operational risks; regulatory risks; and financing and liquidity risks.

The forward-looking information contained in this press release is made as of the date hereof, and the Company does not undertake any 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 securities laws. Readers are cautioned not to place undue reliance on forward-looking information.