

## **New Wave Subsidiary, Way of Will Inc.,**

### **Announces Plans to Expand Brand Presence on Amazon US and Canada**

TORONTO, APRIL 1, 2021 - NEW WAVE HOLDINGS CORP. (the "Company" or "New Wave") (CSE: SPOR, FWB: OXM2, OTCPK: TRMNF) an investment issuer that provides capital and support services, today announced its plans to expand Way of Will's brand presence on the e-commerce giant, Amazon.

Way of Will, a health and wellness brand offering a large assortment of natural skin care and body care, is in preparation of listing to widen our selection on the Amazon US and Canada platform at the beginning of May this year. This preparation includes:

- Creative assets for listings
- Data analytics including search demands
- Competitive analysis
- Keywords and product optimization
- Inventory fulfillments to FBA

Once the majority of the brand's collection are added to the e-commerce platform, the company is expected to see a growth of 20% in revenue. The goal of increasing the selection of products on Amazon is to optimize sales and fortify the company's growth strategy.

Products that are currently available on Amazon include Way of Will's popular massage oil, deodorants, face mask sprays, nail serum, and their Athletic Collection skin-care products. New products that customers can expect to find on Amazon starting in May will include bestsellers such as hand washes, hand & body lotions, hydrating face spray, and face oil serums. Amazon US customers will also be able to purchase mushroom capsules and mushroom powder, which are a part of Way of Will's new collection of Functional Mushroom products.

The health and wellness brand is widely loved for offering products that are cruelty-free, incorporating all-natural ingredients that are genuinely good for the skin, and eliminating harsh ingredients from their formulations found in conventional skin-care products. In the past year, the company has also made a commitment to move toward more eco-friendly packaging for a more environmentally responsible approach to their business.

"We're thrilled to be adding almost our entire assortment of products to both Amazon US and Amazon Canada," commented Willie Tsang, founder and CEO of Way of Will. "The existing products that we've had on Amazon for the past years have been well-received, so we're confident that the new products will be a welcoming addition to our selection. Our goal is to maximize sales by diversifying our sales channels and gain more exposure on different platforms, so we can have a greater reach and prevent dependency on any one channel."

#### **ABOUT NEW WAVE HOLDINGS CORP.**

New Wave Holdings Corp. (CSE: SPOR, FWB: OXM2, OTCPK: TRMNF) is an investment issuer focused on the burgeoning nutraceutical and psychedelic sector and support for adaptive and progressive health and wellness products and therapies. New Wave subsidiaries contain various health and beauty products within its portfolio of non-psychoactive plants and fungi as it continues to expand its product distribution through vertical integration to provide end to end solutions while capturing a high margin business model.

Investors interested in connecting with New Wave Holdings can learn more about the company and contact the team at <http://newwavecorp.com>.

FOR FURTHER INFORMATION PLEASE CONTACT:

Willie Tsang  
Interim Chief Executive Officer  
New Wave Holdings Corp.  
[willie@newwavecorp.com](mailto:willie@newwavecorp.com)

Information relating to WAY OF WILL INC., contained in this news release was provided by WAY OF WILL INC. and/or its agent and has not been independently verified by the Company. The Company does not take responsibility for the accuracy of such information.

The CSE has not in any way passed on the merits of the Acquisition, and neither has approved nor disapproved the contents of this press release. Neither the CSE nor its Market Regulator (as that term is defined in the policies of the CSE) accepts responsibility for the adequacy or accuracy of this release.

#### FORWARD-LOOKING INFORMATION DISCLAIMER

Certain statements contained in this news release may constitute forward-looking information, including but not limited to, applicable regulatory approval in connection with the Acquisition, the closing of the Acquisition, expansion of operations, size and quality of future tournaments and projections regarding attendance at future events. Forward-looking information is often, but not always, identified by the use of words such as "anticipate", "plan", "estimate", "expect", "may", "will", "intend", "should", and similar expressions. Forward-looking information involves known and unknown risks, uncertainties and other factors that may cause actual results or events to differ materially from those anticipated in such forward-looking information. The Company's actual results could differ materially from those anticipated in this forward-looking information as a result of competitive factors and competition for investment opportunities, challenges relating to operations in international markets, transaction execution risk, changes to the Company's strategic growth plans, and other factors, many of which are beyond the control of the Company. The Company believes that the expectations reflected in the forward-looking information are reasonable based on current expectations and potential investment pipeline, but no assurance can be given that these expectations will prove to be correct and such forward-looking information should not be unduly relied upon. Any forward-looking information contained in this news release represents the Company's expectations as of the date hereof and is subject to change after such date. The Company 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 securities legislation.