

## **New Wave Subsidiary, Way of Will Inc., Confirms Plans to Expand Brand Presence on Walmart.com**

TORONTO, APRIL 7, 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, announced that it will set forth its plans to aggressively increase its brand presence on Walmart.com.

Way of Will, a growing health and wellness company known for its natural, aromatherapy-based products, will be putting its plans into motion to grow the brand's presence on Walmart.com. The goal is to leverage online sales through the retail giant's prominence as the second-largest e-commerce business in the U.S. by optimizing rich media content and partnering with a third-party logistics company to allow for two-day shipping via Walmart.com. Successful implementation of this strategic approach is expected to yield a 350% growth in online sales for Way of Will.

In order to ensure successful scalability on Walmart's e-commerce platform, the natural wellness brand will be:

- Partnering with leading RMC marketing agency, Seller Interactive, to produce rich media content for Walmart.com
- Entering into an agreement with 3PL provider, Deliverr, to fulfill orders
- Obtain Walmart's Pro Seller Badge and make two-day delivery available for customers

"Based on our success the past year on Walmart.com, we're looking forward to expanding our brand presence there, along with our product selection," said Willie Tsang, founder and CEO of Way of Will. "Working with Deliverr will help us maximize efficiency and ensure that we keep up with the anticipated exponential sales growth on Walmart. We're confident that, with the current growth strategy in place, we will be able to scale seamlessly and continue to see sales growth month over month."

### **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:

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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.