# PRESS RELEASE

## Restart Life Sciences Announces Strategic Focus on Targeted M&A Expansion in Health and CPG Sectors

VANCOUVER, BC / July 29, 2026 – Restart Life Sciences Corp. (CSE: HEAL) (FSE: HN30) (OTCPK: NMLSF) ("Restart Life" or the "Company") is providing a corporate update outlining its primary strategic growth strategy: expanding its portfolio through targeted Mergers and Acquisitions (M&A) in the health, wellness, and consumer packaged goods (CPG) sectors.

Following the acquisition and successful operational rollout of wholly owned subsidiary Holy Crap Foods Inc. ("Holy Crap"), Restart Life is positioning itself as an active acquirer. To accelerate this roadmap, the Company is currently reviewing specialized M&A brokerages to identify and evaluate the right target brands that align with its long-term revenue vision.

Restart Life is taking a highly selective approach to M&A. Rather than pursuing speculative assets, management is focused exclusively on identifying established, scalable businesses that fit precise operational and financial criteria:

- Revenue-Producing with Clear Growth Trajectory: Target companies must have active commercial sales and proven consumer demand. Priority will be given to brands that are already profitable or possess a rapid, well-defined timeline to achieving positive cash flow.
- U.S.-Centric Market Focus: Primary consideration will be given to companies focused on the United States to tap into immense consumer spending power and larger retail channels. Secondary priority includes established Canadian brands with immediate infrastructure to scale into the U.S. and international markets.
- "Plug-and-Play" Operational Platform: Potential acquisitions must seamlessly integrate into Restart Life's fully built-out operational infrastructure. By leveraging existing in-house teams across product branding, digital marketing, legal compliance, accounting, regulatory execution, and brand management, acquirees can rapidly scale while dramatically reducing redundant corporate overhead.

The Company's corporate model is designed to support multiple brands under one centralized umbrella. By onboarding the right products into its shared-services platform, Restart Life aims to accelerate top-line revenue, capture operational efficiencies, and build sustained, long-term shareholder value.

"M&A is a strategic focus for Restart Life as we look to scale our corporate footprint," stated Steve Loutskou, Chief Executive Officer of Restart Life Sciences. "Having proven our playbook with Holy Crap Foods, our platform, leadership team, and infrastructure are fully prepared to support additional assets. However, we are being deliberate and disciplined, we are seeking the *right* brands. By pairing with experienced M&A advisory partners, we intend to identify revenue-generating, high-growth companies that can plug directly into our turnkey ecosystem and immediately contribute to our long-term revenue growth."

Restart Life Sciences thanks its shareholders for their continued support as it executes its product development roadmap, manages revenue growth, and builds long-term corporate value.

Restart Life Science Corp. is a Canadian-based life sciences company listed on the CSE. For more information about Restart Life., please visit the Company's website at [www.restartlife.co](http://www.restartlife.co)

Holy Crap Foods Inc., a subsidiary of Restart Life Sciences Corp. (CSE: HEAL), is a premium "better-for-you" functional food brand specializing in organic, superseed-based breakfasts and oatmeals. Focused on gut health, clean digestion, and sustained energy, the brand utilizes high-quality, certified organic ingredients, including chia, hemp, and buckwheat, to deliver nutrient-dense, plant-based nutrition. Free from artificial additives, Holy

Crap blends convenience with functional wellness for health-conscious consumers across North America. Learn more at [holycrap.com](holycrap.com).

Forward-Looking Statements: This news release contains statements that constitute "forward-looking statements." Such forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause Restart Life Sciences' actual results, performance or achievements, or developments in the industry to differ materially from the anticipated results, performance or achievements expressed or implied by such forward-looking statements. Forward-looking statements are statements that are not historical facts and are generally, but not always, identified by the words "expects," "plans," "anticipates," "believes," "intends," "estimates," "projects," "potential," "strategy," "expansion," "launch," "phased" and similar expressions, or that events or conditions "will," "would," "may," "could" or "should" occur.



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