

Blockbuster Mayweather vs Paul Boxing Match Provided Global Exposure for TAAT™, Driving New Engagement and E-Commerce Activity

On Sunday, June 6, 2021 the TAAT™ logo was made visible to a global audience of millions of viewers of the Floyd Mayweather vs Logan Paul boxing match through PPV as well as a variety of media sources before, during, and after the fight. Members of Mr. Mayweather's entourage donned baseball caps with the TAAT™ logo on the front, shown by media outlets to include ESPN, Sky Sports, and Barstool, as well as on Mr. Paul's Instagram account (20.1 million followers). Additionally, Mr. Mayweather shared a short video clip in which he personally introduces TAAT™ on his Instagram account (26.3 million followers), which garnered more than four million total views. During the weekend of the fight, interest in TAAT™ spiked, with free sample pack requests on TryTAAT increasing by as much as 15.5x compared to weekends in the month of May 2021.

LAS VEGAS and VANCOUVER, JUNE 8, 2021 - TAAT™ GLOBAL ALTERNATIVES INC. (CSE: TAAT) (OTCQX: TOBAF) (FRANKFURT: 2TP) (the "Company" or "TAAT™") is pleased to announce that after the Sunday, June 6, 2021 boxing match between world champion boxer Floyd Mayweather and Internet personality Logan Paul, the TAAT™ logo was displayed to millions of global viewers between the pay-per-view ("PPV") event stream on Showtime (subsidiary of ViacomCBS) as well as several forms of post-fight media through channels to include ESPN, Sky Sports, and Barstool. In a press release dated [June 1, 2021](#), the Company announced that it had entered into a sponsorship agreement for members of Mr. Mayweather's entourage to wear baseball hats displaying the TAAT™ logo before, during, and after the fight, which would stand to provide a high level of visibility for the brand. The match, which took place at the 65,326-seat Hard Rock Stadium in Miami, Florida, had an unprecedented level of PPV demand which overwhelmed Showtime's servers, resulting in temporary interruptions for many viewers. Statistics regarding the number of "buys" of Sunday's boxing match have not yet been released by Showtime, though fights with Mr. Mayweather hold three of the top four all-time records for PPV purchases including 4.3 million "buys" of his most recent fight against Conor McGregor in 2017¹.





Shown above, world champion boxer Floyd Mayweather is accompanied by his entourage as he approaches the boxing ring to fight Logan Paul on Sunday, June 6, 2021. Members of Mr. Mayweather's entourage can be seen wearing baseball hats with the TAAT™ logo as part of the Company's sponsorship agreement with Mr. Mayweather's team.

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Floyd makes his return to the ring.

(via [@ShowtimeBoxing](#))



Floyd Mayweather Ring Walk

From [SHOWTIME Boxing](#)

8:02 PM · Jun 6, 2021 · Sprinklr

425 Retweets 73 Quote Tweets 2,497 Likes

The ESPN SportsCenter account on Twitter, which has over 37.6 million followers, posted a video of Mr. Mayweather and his entourage as they approached the boxing ring on Sunday, June 6, 2021 before Mr. Mayweather's fight against Mr. Paul. This video, which was viewed 1.5 million times as of June 7, 2021, shows one of Mr. Mayweather's entourage members wearing a TAAT™ baseball hat, which was visible several other times during and after the fight. The original Tweet can be seen by clicking [here](#).

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In addition to visibility of the TAAT™ logo on the headwear of Mr. Mayweather's entourage before, during, and after the boxing match, Mr. Mayweather also posted a video introducing TAAT™ on his Instagram profile (26.3 million followers) in both "timeline" and "story" posts, which received more than four million combined views in approximately 48 hours. Mr. Mayweather's video clip can be viewed on the Company's YouTube channel by [clicking here](#). Mr. Paul also posted footage in which the TAAT™ logo can be seen, as shown below, on his

own Instagram account (20.1 million followers) which garnered nearly 2.3 million views within 13 hours of being posted².



This past weekend, Floyd Mayweather posted a short video clip introducing TAAT™ to his audience of more than 26.3 million Instagram followers in the form of both “timeline” and “story” posts, which received a combined total of over four million views. The video clip can be seen on the Company’s YouTube channel by clicking [here](#).

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loganpaul
Hard Rock Stadium



2,292,857 likes

loganpaul W

Internet personality Logan Paul has more than 20.1 million followers on Instagram. After publishing a post-fight video following his match against world champion boxer Floyd Mayweather on Sunday, the TAAT™ brand has been displayed to nearly 2.3 million viewers in addition to millions of other impressions realized from the main fight PPV, social media postings by Floyd Mayweather, and ancillary global media coverage following the event. The original post on Mr. Paul's Instagram profile can be viewed by clicking [here](#).

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Over the weekend, the Company's TryTAAT landing page received new visitors from approximately 30 different countries. Users who visited the page through which a complimentary pack of TAAT™ *Original*, *Smooth*, or *Menthol* can be requested were converted into sample requests at a rate of over 14.3%, and the total number of sample requests for the weekend was as much as 15.5 times higher than weekends in the month of May 2021. Additionally, the

Company's combined followings on Instagram grew by approximately 200% between its *TAATGlobal* and *TryTAAT* channels after the boxing match on Sunday.

TAAT™ CEO Setti Coscarella commented, "Our sponsorship of Floyd Mayweather's entourage has led to the greatest visibility for the TAAT™ brand since its inception. Not only did millions upon millions of smokers aged 21+ around the world see the TAAT™ logo on the baseball hats of his team members on the PPV stream and through various other media, Mr. Mayweather also posted a video on his Instagram timeline and story introducing TAAT™, describing how it aligns with his philosophy towards competitiveness and greatness. In addition to significant traction on our web properties which has converted to new user engagement as well as a spike in purchases and sample pack requests, we have also started to receive sponsorship interest from other notable figures in combat sports, a category in which we intend on building a brand presence going forward based on the success of our sponsorship of Mr. Mayweather's team."

Sources

1 - <https://www.usatoday.com/story/sports/boxing/2021/06/07/logan-paul-floyd-mayweather-showtime-servers/7590147002/>

2 - <https://www.instagram.com/p/CPz2apKJ84z/>

On behalf of the Board of Directors of the Company,

TAAT™ GLOBAL ALTERNATIVES INC.

"Setti Coscarella"

Setti Coscarella, CEO and Director

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About TAAT™ Global Alternatives Inc.

The Company has developed TAAT™, which is a tobacco-free and nicotine-free alternative to traditional cigarettes offered in "Original", "Smooth", and "Menthol" varieties. TAAT™'s base

material is Beyond Tobacco™, a proprietary blend which undergoes a patent-pending refinement technique causing its scent and taste to resemble tobacco. Under executive leadership with "Big Tobacco" pedigree, TAAT™ was launched first in the United States in Q4 2020 as the Company seeks to position itself in the \$814 billion¹ global tobacco industry.

For more information, please visit <http://taatglobal.com>.

References

¹ [British American Tobacco - The Global Market](#)

Forward-Looking Statements

This news release contains "forward-looking information" within the meaning of applicable Canadian securities legislation. Often, but not always, forward-looking information and information can be identified by the use of words such as "plans", "expects" or "does not expect", "is expected", "estimates", "intends", "anticipates" or "does not anticipate", or "believes", or variations of such words and phrases or state that certain actions, events or results "may", "could", "would", "might" or "will" be taken, occur, or be achieved. Forward-looking information in this news release includes statements regarding the anticipated performance of TAAT™ in the tobacco industry, in addition to the following: Potential outcomes from and/or effects of the Company's sponsorship of the entourage of Floyd Mayweather during his boxing match against Logan Paul on Sunday, June 6, 2021. The forward-looking information reflects management's current expectations based on information currently available and are subject to a number of risks and uncertainties that may cause outcomes to differ materially from those discussed in the forward-looking information. Although the Company believes that the assumptions and factors used in preparing the forward-looking information are reasonable, undue reliance should not be placed on such information and no assurance can be given that such events will occur in the disclosed timeframes or at all. Factors that could cause actual results or events to differ materially from current expectations include: (i) adverse market conditions; (ii) changes to the growth and size of the tobacco markets; and (iii) other factors beyond the control of the Company. The Company operates in a rapidly evolving environment. New risk factors emerge from time to time, and it is impossible for the Company's management to predict all risk factors, nor can the Company assess the impact of all factors on Company's business or the extent to which any factor, or combination of factors, may cause actual results to differ from those contained in any forward-looking information. The forward-looking information included in this news release are made as of the date of this news release and the Company expressly 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 law.

The statements in this news release have not been evaluated by Health Canada or the U.S. Food and Drug Administration. As each individual is different, the benefits, if any, of taking the Company's products will vary from person to person. No claims or guarantees can be made as

to the effects of the Company's products on an individual's health and well-being. The Company's products are not intended to diagnose, treat, cure, or prevent any disease.

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Disclosures relating to investor relations firms retained by TAAT™ Global Alternatives Inc. can be found under the Company's profile on <http://sedar.com>.