

Flow Beverage Corp. Advances E-Commerce Platform to Include Ohi Instant Delivery Experience

Ohi will support Flow's e-commerce expansion in the United States with delivery fulfillment services in four markets

TORONTO--(BUSINESS WIRE)--July 28, 2022--**Flow Beverage Corp.** (TSX:FLOW; OTCQX:FLWBF) ("Flow" or the "Company") today announced that it has partnered with Ohi Inc. ("Ohi") to offer two-hour, same-day, and next-day delivery for key e-commerce sales in New York, Los Angeles, San Francisco and Chicago. Delivery fulfillment through Ohi's network will commence in July 2022.

Ohi enables instant commerce for direct-to-consumer brands, centered around instant delivery, the elimination of wasteful and expensive packaging, the mitigation of damage in transit, and an unparalleled customer experience. The partnership between Flow and Ohi will help support continued distribution expansion for Flow in key U.S. e-commerce markets through Ohi's nationwide micro-warehousing network and it will facilitate Flow's promotional activities such as sampling of other product lines and offering branded merchandise.

"We are delighted to now offer Ohi's quick, transparent and carbon neutral fulfillment services to Flow customers. We continue to scale our e-commerce business with key investments and partnerships, and believe partnering with an organization that shares our principles in sustainability and provides a superior customer experience will not only help retain and engage current customers in an innovative fashion, but will attract new customers to our award-winning products," said Nicholas Reichenbach, Flow's Founder and CEO.

"As consumer expectations for delivery speed and the overall 'post-purchase experience' continue to grow, the best brands are joining the Ohi platform to stay ahead. We're excited to join Flow in elevating their DTC customer experience while enabling excellent unit economics via our micro-fulfillment network," said Ben Jones, Founder and CEO of Ohi.

About Ohi

Ohi is the leading instant commerce solution for direct-to-consumer brands looking to grow their business by enabling powerful post-purchase experiences. Leveraging its proprietary, data-driven inventory management technology and robust microwarehouse platform to forward position inventory within city centers, Ohi enables brands to offer a premium, environmentally responsible, instant delivery experience to their customers.

About Flow

Flow is one of the fastest-growing premium water companies in North America. Founded in 2014, Flow's mission since day one has been to reduce environmental impacts by providing sustainably sourced naturally alkaline spring water in a sustainable, 100% recyclable and up to 75% renewable, plant-based pack. Today, the brand is B-Corp Certified with a best-in-class score of 126.5, offering a diversified line of health and wellness-oriented beverage products: original naturally alkaline spring water, award-winning organic flavors, and collagen-infused flavors in sizes ranging from 330-ml to 1-litre. All products contain naturally occurring electrolytes and essential minerals and support Flow's overarching purpose to "bring wellness to the world through the positive power of water." Flow beverage products are available online at flowhydration.com and are sold at over 35,600 stores across North America.

For more information on Flow, please visit Flow's investor relations site at: investors.flowhydration.com.

Cautionary Statement

This press release may contain "forward-looking statements" within the meaning of applicable Canadian securities legislation. Such forward-looking statements include, but are not limited to, information with respect to our objectives and the strategies for achieving those objectives, as well as information with respect to our beliefs, plans, expectations, anticipations, estimates and intentions. Forward-looking statements are typically identified by the use of words such as "may", "would", "should", "could", "expect", "intend", "estimate", "anticipate", "plan", "foresee", "believe", or "continue", although not all forward-looking statements contain these words. Forward-looking statements are provided for the purposes of assisting the reader in understanding Flow and its business, operations, prospects, and risks at a point in time in the context of historical and possible future developments, and the reader is therefore cautioned that such information may not be appropriate for other purposes. Forward-looking statements are based on assumptions and are subject to a number of risks and uncertainties, many of which are beyond our control, which could cause actual results to differ materially from those that are disclosed in or implied by such forward-looking statements. Those risks and uncertainties include the following: impact and spread of COVID-19; ability to achieve and manage growth; failure to expand sales capabilities; changes in consumer preferences; criticism of packaged water; maintain brand image and product quality; constrained or unavailable spring water sources; inability to package products; increased competition; accurately estimating demand; maintaining relationships with distributors and vendors; changing retail landscape; incorrect product design or development; product information misrepresentation; revenues derived entirely from packaged beverages; increases in costs or shortages of materials; fluctuation of quarterly operating results; no assurance of profitability; fluctuations in foreign currency; changes in government regulation; contamination or recalls of ingredients or end products; loss of intellectual property rights; litigation; future tax rates; catastrophic events; climate change; seasonal business; dependence on key information systems and third-party service providers; ability to securely maintain confidential information; maintaining and upgrading information technology systems; conflict of interest; dual class share structure; potential volatility of share price; no assurance of active market for shares; lack of dividends; global financial condition; publication of inaccurate or unfavorable research and reports; operating history; and management and conflict of interests. Consequently, all of the forward-looking statements

contained herein are qualified by the foregoing cautionary statements, and there can be no guarantee that the results or developments that we anticipate will be realized or, even if substantially realized, that they will have the expected consequences or effects on our business, financial condition or results of operation. Unless otherwise noted or the context otherwise indicates, the forward-looking statements contained herein are provided as of the date hereof, and we do not undertake to update or amend such forward-looking statements whether as a result of new information, future events or otherwise, except as may be required by applicable law.

Contacts

Trent MacDonald, Chief Financial Officer
1-844-356-9426
investors@flowhydration.com

Investors:
Marc Charbin
investors@flowhydration.com

Media:
Natasha Koifman
nk@nkpr.net