

Flow Becomes Inter Miami CF's Official Spring Water

TORONTO--(BUSINESS WIRE)--February 6, 2025--**Flow Beverage Corp.** (TSX:FLOW; OTCQX:FLWBF) ("Flow") is pleased to announce it is now an Official Partner of Inter Miami CF. During the 2025 Major League Soccer season, Flow Mineral Spring Water will be the Official Spring Water of Inter Miami CF. Flow Mineral Spring Water is teaming up with Inter Miami to elevate fan experience at their vibrant home, Chase Stadium. Fans can enjoy Flow and Inter Miami co-branded water at branded kiosks, convenient stations, and throughout the suites on gamedays, keeping them refreshed while you cheer on the team.

Nicholas Reichenbach, Founder and Chief Executive Officer of Flow, said, "We are thrilled to be partnering with Inter Miami, a fútbol club like no other, to bring Flow Mineral Spring Water to spectators at Chase Stadium. As Inter Miami continues to capture hearts and expand its fanbase, we see this as a prime opportunity to hydrate fans across the Miami area, aligning our brand with a city that champions a passion for sports and unity."

"At Inter Miami, we are always looking for ways to elevate the fan experience, and our refreshing partnership with Flow is a perfect match," said Euan Warren, Vice President of Partnerships at Inter Miami. "Flow's commitment to quality and sustainability makes them an ideal partner to help keep our fans hydrated as they bring their passion to Chase Stadium."

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 natural mineral spring water in the most sustainable product formats. 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 mineral spring water, award-winning organic flavours and sparkling mineral spring water in sizes ranging from 300-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 products are available at retailers in Canada and the United States, and online at flowhydration.com.

About Inter Miami CF

Club Internacional de Fútbol Miami, known as Inter Miami CF, is an American professional sports team in its sixth season in Major League Soccer. Inter Miami plays and trains at its 34-acre centralized facility, which includes Chase Stadium, a 50,000-square-foot training center and seven fields in Fort Lauderdale, Florida. In addition to the MLS team, the Club fields MLS NEXT Pro team Inter Miami CF II and has a youth Academy for ages U-12 to U-19. Inter Miami CF Main Partners include: Royal Caribbean, Fracht Group, JPMorgan Chase, Baptist Health, Florida Blue, and Polkadot. Please visit www.intermiamicf.com for more information.

Forward-Looking Statements

This press release contains forward-looking information and forward-looking statements within the meaning of applicable securities laws (“Forward-Looking Statements”). The Forward-Looking Statements contained in this press release relate to future events or Flow’s future plans, operations, strategy, performance or financial position and are based on Flow’s current expectations, estimates, projections, beliefs and assumptions. Such Forward-Looking Statements have been made by Flow in light of the information available to it at the time the statements were made and reflect its experience and perception of historical trends. All statements and information other than historical fact may be forward-looking statements. Such Forward-Looking Statements are often, but not always, identified by the use of words such as “may”, “would”, “should”, “could”, “expect”, “intend”, “estimate”, “anticipate”, “plan”, “foresee”, “believe”, “continue”, “expect”, “believe”, “anticipate”, “estimate”, “will”, “potential”, “proposed” and other similar words and expressions.

Forward-Looking Statements are based on certain expectations and assumptions and are subject to known and unknown risks and uncertainties and other factors, many of which are beyond Flow’s control, that could cause actual events, results, performance and achievements to differ materially from those anticipated in these Forward-Looking Statements. 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 should not be read as guarantees of future performance or results. Readers are cautioned not to place undue reliance on these Forward-Looking Statements, which speak only as of the date of this press release. Unless otherwise noted or the context otherwise indicates, the Forward-Looking Statements contained herein are provided as of the date hereof, and the Company disclaims any intention or obligation, except to the extent required by law, to update or revise any Forward-Looking Statements as a result of new information or future events, or for any other reason.

The following press release should be read in conjunction with the management’s discussion and analysis (“MD&A”) and consolidated financial statements and notes thereto as at and for the year ended October 31, 2024. Additional information about Flow is available on the Company’s profile on SEDAR+ at www.sedarplus.ca, including the Company’s Annual Information Form for the year ended October 31, 2024 dated January 29, 2025.

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