Flow Beverage Corp. Announces Leadership Change

TORONTO--(BUSINESS WIRE)--June 5, 2025--**Flow Beverage Corp.** (TSX:FLOW; OTCPK:FLWBF) ("**Flow**" or the "**Company**") announced today that Trent MacDonald has stepped down from his position as Chief Financial Officer and Executive Vice-President of Operations.

The Board of Directors of the Company has initiated a process to select a new Chief Financial Officer and is in advanced discussions with a preferred candidate for this position. In the interim, the Company's Director of Finance will perform similar functions to those of the Chief Financial Officer. Mr. MacDonald will assist with this transition before he moves on to focus on other interests.

"On behalf of Flow and its Board of Directors, I recognize and thank Trent for his contributions to the Company. His significant accomplishments demonstrate his leadership, expertise, team building skills and dedication. We are grateful for his work and achievements, and we wish Trent all the best in his future endeavors," said Nicholas Reichenbach, Chairman and Chief Executive Officer of Flow.

"On behalf of all members of the Audit Committee, I want to extend our thanks to Trent for all of his contribution, hard work and dedication since he joined Flow," said Stephen A. Smith, Chair of the Audit Committee of the Company's Board of Directors.

"I would like to thank Nicholas Reichenbach and each member of the Company's Board of Directors that has supported me in the fulfilment of my duties as Chief Financial Officer and Executive Vice-President/Operations. I could not be prouder of all that has been accomplished," said Mr. MacDonald.

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 114.5, 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 beverage products are available at retailers in Canada and the United States, and online at flowhydration.com.

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

Cautionary Statement Regarding 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, including, among other things, in respect of the Company's expectations and ability to hire and appoint a person in the office of Chief Financial Officer. In particular, there is no assurance that the Company will be able to fill the position of Chief Financial Officer in the short term. 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 purpose 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 and unaudited condensed consolidated interim financial statements and notes thereto as at and for the three months ended January 31, 2025. Additional information about Flow is available on the Company's profile on SEDAR+ at www.sedar.com, including the Company's Annual Information Form for the year ended October 31, 2024 dated January 29, 2025.

Contacts

Nicholas Reichenbach, Chairman & CEO
1-844-356-9426
investors@flowhydration.com

Investors:
Marc Charbin
investors@flowhydration.com

Media:
Natasha Koifman
nk@nkpr.net