Happy Belly Food Group's iQ Food Co. Announces the Signing of a 5-Unit Term Sheet in Calgary, Alberta

Toronto, Ontario (May 7th , 2026) - Happy Belly Food Group Inc. (CSE: HBFG) (OTCQB: HBFGF) ("Happy Belly" or the "Company"), a leader in acquiring and scaling emerging food brands across Canada is pleased to announce that further to its news release on March 5th, announcing the securing of iQ Food Co.'s (“**iQ**”) first real estate location in Western Canada, the Company has signed a 5-unit term sheet for the development of iQ restaurants in Calgary, Alberta. Under the agreement, a multi-unit franchisee will work with Happy Belly to bring five net-new iQ restaurants to Calgary and the surrounding area, representing the next step in establishing a meaningful footprint for iQ in the Alberta market. Their 1st signed franchise location will be in downtown Calgary's The CORE Shopping Centre on Stephen Avenue with a fall 2026 opening planned. The signing further supports iQ's expansion beyond Ontario, aligning with our national expansion strategy, and advances the Company's continued execution against its organic growth pipeline. iQ is a premium healthy-eating quick-service restaurant (“**QSR**”) concept known for its vibrant menu of nourishing, clean-eating dishes, including healthy bowls, smoothies, sandwiches, soups, and salads, crafted to satisfy a wide range of tastes and lifestyles.

“Calgary is a compelling, health-forward market with strong customer fundamentals and a growing appetite for premium healthy-eating concepts, making it an ideal fit for iQ’s positioning,” said Sean Black, Chief Executive Officer of Happy Belly Food Group. This agreement reflects our disciplined approach to expansion as we build density around high-quality real estate that supports consistent daily demand and attractive unit economics.”

“The momentum behind iQ continues to validate both the strength of the concept and our execution. With Area Development Agreements across Alberta, Ontario, and British Columbia totaling **80** committed units, we are building the foundation to scale iQ into a nationally recognized brand and drive sustained expansion in Canada’s most attractive urban markets.”

“Our focus remains on accelerating growth through organic development and targeted acquisitions. With a growing pipeline of restaurants across Canada, iQ continues to strengthen Happy Belly’s broader portfolio of **686** contractually committed retail franchise locations across multiple emerging brands, spanning various stages of development, construction, and operation. Our disciplined, predictable growth engine is delivering measurable results as we expand our brands across Canada and the U.S., creating long-term value for shareholders.”

“**We are just getting started**,” added Sean Black.

<u>**About iQ Food Co.**</u>
iQ is a flagship brand in Canada's premium healthy eating market and is strategically located in urban and central business districts. iQ serves a variety of delicious and wholesome food options such as healthy

bowls, smoothies, sandwiches, soups, and salads, along with other flavorful clean-eating dishes that the whole family can enjoy. iQ caters to thousands of health-conscious customers from local businesses, while expanding into catering services to service an even greater audience in downtown densely populated areas. This strategy has fostered strong brand recognition and a loyal customer base driven by word-of-mouth and, most importantly, satisfied customers.

Franchising

For franchising inquiries please see www.happybellyfg.com/franchise-with-us/ or contact us at hello@happybellyfg.com.

About Happy Belly Food Group

Happy Belly Food Group Inc. (CSE: HBFG) (OTCQB: HBFGF) ("Happy Belly" or the "Company") is a leader in acquiring and scaling emerging food brands. The Company's portfolio includes Heal Wellness, Rosie's Burgers, Yolks Breakfast, Via Cibo Italian Street Food, iQ Food Co., and others.

Sean Black
Co-founder, Chief Executive Officer

Shawn Moniz
Co-founder, President

FOR FURTHER INFORMATION, PLEASE VISIT:
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Cautionary Note Regarding Forward-Looking Statements

All statements in this press release, other than statements of historical fact, are "forward-looking information" with respect to the Company within the meaning of applicable securities laws. Forward-Looking information is frequently characterized by words such as "plan", "expect", "project", "intend", "believe", "anticipate", "estimate" and other similar words, or statements that certain events or conditions "may" or "will" occur and include the future performance of Happy Belly and her subsidiaries.

Forward-Looking statements are based on the opinions and estimates at the date the statements are made and are subject to a variety of risks and uncertainties and other factors that could cause actual events or results to differ materially from those anticipated in the forward-looking statements. There are uncertainties inherent in forward-looking information, including factors beyond the Company's control. There are no assurances that the business plans for Happy Belly described in this news release will come into effect on the terms or time frame described herein. The Company undertakes no obligation to update forward-looking information if circumstances or management's estimates or opinions should change except as required by law. The reader is cautioned not to place undue reliance on forward-looking statements. For a description of the risks and uncertainties facing the Company and its business and affairs, readers should refer to the Company's Management's Discussion and Analysis and other disclosure filings with Canadian securities regulators, which are posted on www.sedarplus.ca.