

SIMPLY BETTER BRANDS ANNOUNCES TIMING OF FISCAL THIRD QUARTER INVESTOR WEBINAR

- Investor Webinar scheduled for Monday, November 18, 2024, at 5:00 pm ET (2:00 pm PT)

VANCOUVER, BC, Nov. 14, 2024 /CNW/ - Simply Better Brands Corp. ("SBBC" or the "Company") (TSXV: SBBC) (OTCQB: SBBCF) is pleased to announce that the Company will host an investor webinar to provide a corporate update and discuss the Company's fiscal third quarter results on Monday, November 18, 2024, at 5:00 pm ET (2:00 pm PT). The call will be hosted by: J.K Kingsley Ward, CEO and Chairman of SBBC, and Brian Meadows, CFO of SBBC, as well as Erica Groussman, Co-founder & CEO of TRUBAR™.

Webinar Details:

Webinar Registration: <https://bit.ly/SBBC-Q324>
Date: Monday, November 18, 2024
Time: 5:00 pm ET (2:00 pm PT)

Dial-in by phone

+1 778 907 2071 (Vancouver Local)

+1 647 558 0588 (Toronto Local)

[Click here to find local numbers](#)

Meeting ID: 848 7310 5859

Please connect 5 minutes prior to the conference call to ensure time for any software download that may be required.

About Simply Better Brands Corp.

Simply Better Brands Corp. is an international omni-channel platform with a portfolio of diversified assets in the rapidly growing plant-based, natural, and clean ingredient space. The Company targets informed, health-conscious Millennial and Generation Z consumers with a focus on opportunities for expansion into high-growth consumer product categories. For more information on Simply Better Brands Corp., please visit: <https://www.simplybetterbrands.com/investor-relations>.

Neither the TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.

Forward-Looking Information

Certain statements contained in this news release constitute "forward-looking information" and "forward looking statements" as such terms are used in applicable Canadian securities laws. Forward-looking statements and information are based on plans, expectations and estimates of management at the date the information is provided and are subject to certain factors and assumptions, including, among others, that the Company's financial condition and development plans do not change as a result of unforeseen events, the regulatory climate in which the Company operates, and the Company's ability to execute on its business plans. Specifically, this news release contains forward-looking statements relating to, but not limited to expansion plans for TRU Brands

products, and the success of the Company's marketing efforts.

Forward-looking statements and information are subject to a variety of risks and uncertainties and other factors that could cause plans, estimates and actual results to vary materially from those projected in such forward-looking statements and information. Factors that could cause the forward-looking statements and information in this news release to change or to be inaccurate include, but are not limited to, the risk that any of the assumptions referred to prove not to be valid or reliable, that occurrences such as those referred to above are realized and result in delays, or cessation in planned work, that the Company's financial condition and development plans change, ability to obtain necessary regulatory approvals for proposed transactions, as well as the other risks and uncertainties applicable to the plant-based food, clean ingredient skincare and plant-based wellness or broader wellness industries and to the Company, and as set forth in the Company's management's discussion and analysis available under the Company's SEDAR+ profile at www.sedarplus.com.

The above summary of assumptions and risks related to forward-looking statements in this news release has been provided in order to provide shareholders and potential investors with a more complete perspective on the Company's current and future operations and such information may not be appropriate for other purposes. There is no representation by the Company that actual results achieved will be the same in whole or in part as those referenced in the forward-looking statements and the Company does not undertake any obligation to update publicly or to revise any of the included forward-looking statements, whether as a result of new information, future events or otherwise, except as may be required by applicable securities law.

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CO: Simply Better Brands Corp.

CNW 11:43e 14-NOV-24