General Assembly Pizza Announces Partnership with Leading Canadian Retail Broker: Propel Natural Brands

TORONTO--(BUSINESS WIRE)--August 4, 2021--General Assembly Holdings Limited (the "Company" or "GA Pizza") (TSXV: GA), a fast-casual, Toronto pizza restaurant turned omnichannel consumer packaged goods ("CPG") brand, today announced a new partnership with **Propel Natural Brands**, a CPG, better-for-you and natural foods, food broker specializing in complete sales management of the Canadian market for natural and specialty product manufacturers. The announcement follows a record-setting Q2 for GA Pizza, with frozen pizza sales up 70% over Q1, and on the heels of securing a master production facility for their freezer-to-table premium pizza line.

Propel Natural Brands is a leading national brokerage specializing in Natural, Grocery, Mass Merchandise and Club channels. The full-range of capabilities will provide GA Pizza with the robust infrastructure necessary to compete in the Canadian retail market. Founders Patrick Higgins and Jon Cohn have a 20-year history of success building and expanding brands across Canada. They have worked with many of the most successful brands in Canada.

"It's always fun when my worlds come together: my family has been enjoying General Assembly's pizza subscription, and we love serving their freshly frozen pies to family and friends. To now be a part of bringing this tremendous product to the retail market is truly exciting," says **Patrick Higgins, President of Propel Natural Brands** "My goal is to get GA Pizza into as many retailers as possible so that all Canadians get to enjoy a better frozen pizza experience"

Ali Khan Lalani, GA Pizza's Founder and Chief Executive Officer, says the partnership will deepen GA Pizza's retail strategy and rapidly scale its retail footprint across Canada: "We're continuously finding new ways to deliver unrivalled pizza experiences to consumers. We're carving out a new premium frozen category and reinventing pizza night for pizza lovers everywhere. Our partnership with Propel Natural Brands will help us gain additional access to industry connections and relationships that are integral for GA Pizza's growth and path forward."

About GA Pizza

GA Pizza began its life as a fast-casual pizza restaurant in the heart of Toronto. Three years later, we also offer a freezer-to-table consumer packaged goods line, and a groundbreaking direct-to-consumer platform: a pizza subscription (gapizzaclub.com) and a gifting service (give.gapizza.com). Our ambition? Make delicious pizzas available to everyone, everywhere. We're always working to take pizza to new heights—from showing the world that better pizza is possible, to finding new spaces and places to deliver unrivaled pizza experiences. Find us in the freezer or visit gapizza.com.

GA Pizza media assets available for download.

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Forward-Looking Information

This press release contains statements which constitute "forward-looking information" or "forward-looking statements" (together "forward-looking information") within the meaning of applicable securities laws, including statements regarding the plans, intentions, beliefs and current expectations of the Company with respect to future business activities and operating performance. Forward-looking information is often identified by the words "may", "would", "could", "should", "will", "intend", "plan", "anticipate", "believe", "estimate", "expect" or similar expressions and includes information regarding anticipated increases to the Company's production capacity at the master facility and the Company's growth strategy.

Investors are cautioned that forward-looking information is not based on historical facts but instead reflect the Company's management's expectations, estimates or projections concerning future results or events based on the opinions, assumptions and estimates of management considered reasonable at the date the statements are made. Although the Company believes that the expectations reflected in such forward-looking information are reasonable, such information involves risks and uncertainties, and undue reliance should not be placed on such information, as unknown or unpredictable factors could have material adverse effects on future results, performance or achievements of the combined company. Among key factors and risks that could cause actual results to differ materially from those projected in the forward-looking information may include, without limitation, the following: there being no market for the securities of the Company; the Company's limited operating history; global economic risk; COVID-19's impact on the Company; the general economic environment; cybersecurity risks; financial projections may prove materially inaccurate or incorrect; the Company may experience difficulties to forecast sales; general competition in the industry from other companies; management of growth-related risks; reliance on management; risks relating to insurance; changes in food and supply costs could adversely affect profitability and ultimately our results of operations; our business could be adversely affected by increased labour costs or difficulties in finding suitable employees; changes in customer tastes and preferences, spending patterns and demographic trends could cause sales to decline; changes in nutrition and food regulation; failure to establish our master production facility; failure to expand production capacity; disruption at our facilities; government regulation of the food industry creating risks and challenges; risk associated with food safety and consumer health; changes in internet and social media search algorithms; risks associated with leasing commercial and retail space; third party reliance for shipping and payment processing; environmental laws; we may not persuade customers of the benefits of paying our prices for higher-quality food; our marketing and advertising strategies may not be successful, which could adversely impact our business; requirements for further financing; the Company may prioritize customer growth and engagement and the customer experience over short-term financial results. This forward-looking information may be affected by risks and uncertainties in the business of the Company and market conditions.

Should one or more of these risks or uncertainties materialize, or should assumptions underlying the forward-looking information prove incorrect, actual results may vary materially from those described herein as intended, planned, anticipated, believed, estimated or expected. Although the Company has attempted to identify important risks, uncertainties and factors which could cause actual results to differ materially, there may be others that cause results not to be as anticipated, estimated or intended. The Company does not intend, and does not assume any obligation, to update this forward-looking information except as otherwise required by applicable law.

Contacts

Media
Tat Read, Communications Director, GA Pizza
tat@gapizza.com

Investor Relations
Glen Akselrod, Bristol Capital
invest@gapizza.com

Ali Khan Lalani, Chief Executive Officer & Founder
(416) 583-5571