



SIMPLY BETTER BRANDS CORP. NAMED TO 2025 TSX VENTURE 50™ LIST OF TOP PERFORMING COMPANIES

- **Simply Better Brands earns Seventh Place Ranking based on 2024 Performance on the TSX Venture Exchange.**

VANCOUVER, BC, Feb. 19, 2025 /CNW/ - Simply Better Brands Corp. ("SBBC" or the "Company") (TSX: SBBC) (OTCQX: SBBCF) a rapidly growing brand accelerator in the global protein-based nutrition category, offering innovative, plant-based protein products that prioritize clean ingredients and exceptional taste, is pleased to announce it has been named to the 2025 TSX Venture 50™ list with a seventh place ranking on the annual list.

The 2025 TSX Venture 50 showcases the top 50 companies among more than 1,800 TSXV issuers. The ranking is an equal weighting of each company's performance during 2024 across three key indicators: market capitalization growth, share price appreciation, and trading volume.

SBBC Chairman and Chief Executive Officer J.R. Kingsley Ward commented, "We delivered outstanding results in 2024, achieving an increase of approximately 565% in our market capitalization and a share price appreciation of 395% following a significant restructuring of the SBBC business initiated in February 2024. Our inclusion in the TSX Venture 50™ for 2025 is a welcomed recognition of the team's efforts and successes to-date which include streamlining the SBBC portfolio, onboarding new banking relationships and the continued strong growth and market expansion of our hero product, TRUBAR™. For 2025, continued delivery of attractive shareholder returns is key to the SBBC strategy as we pursue our goal of building TRUBAR™ into a leader in the better-for-you, plant-based protein category."

Additional details on the 2025 TSX Venture 50 and Simply Better Brands can be found at: tsx.com/Venture50.

About Simply Better Brands Corp.

Simply Better Brands Corp. is a rapidly growing brand accelerator in the global protein-based nutrition category, delivering premium protein products made with clean ingredients, exceptional taste, and a commitment to sustainable health and wellness. Focused on innovation and customer empowerment, the company aims to redefine modern nutrition while expanding its reach in this dynamic market. 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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For further information: Contact Information: Simply Better Brands Corp., Fernando Massalin, Investor Relations, +1 (855) 553-7441, ir@simplybetterbrands.com

CO: Simply Better Brands Corp.

CNW 08:58e 19-FEB-25