



FOR IMMEDIATE RELEASE

Doseology Appoints Chris Jackson, Founder of Qtrade, as Chief Executive Officer and a Director

Kelowna, BC – April 25, 2025 – Doseology Sciences Inc. (CSE: MOOD | PINK: DOSEF | FSE: VU7) (“Doseology” or the “Company”), an innovator in precision-formulated performance solutions, is pleased to announce the appointment of Chris Jackson as its new Chief Executive Officer and a member of its board of directors, effective May 1, 2025.

Mr. Jackson is a seasoned entrepreneur with a long-standing track record of building, scaling, and exiting ventures across regulated and high-growth industries. He founded [Qtrade Financial Group](#) in 1999, which grew into Canada’s leading independent online brokerage, serving over 1,500 financial institutions. Under his leadership, Qtrade held the #1 national ranking for online brokerage performance for seven consecutive years. The company was later acquired by Desjardins in 2016.

In addition to Qtrade, Mr. Jackson’s entrepreneurial achievements include:

Penticom Capital – CEO & Director of the capital advisory firm focused on IPOs, M&A, and strategic growth for private and public companies. Investment areas include technology, real estate, agriculture, consumer products and energy.

[Nude Beverages](#) – Founding investor in the now market-leading, sugar-free canned spirits brand available across major retailers in Canada and the US. Sold in 2024 to Corbys.

[MYM Nutraceuticals](#) – Founder of the publicly traded Canadian cannabis producer with multiple federal licenses. Marijuana Yard Masters stands out as a national leader in the design and building of full-service cannabis facilities. Sold in 2021.

VibraSlim Inc. – Former Chairman & CEO, scaled VibraSlim into a top-selling brand in the vibration fitness category in North America, capitalizing on early market momentum and consumer demand for at-home fitness solutions. Sold in 2018.

His appointment marks a strategic step as Doseology prepares to scale operations and expand distribution across international markets. Mr. Jackson also brings significant operational experience in federally regulated sectors, having led companies through Canada's cannabis licensing framework, public securities compliance, and the rigorous oversight governing consumer health products. His leadership is grounded in delivering product integrity, operational scale, and capital efficiency—aligned with the expectations of regulators in Canada and key international jurisdictions.

Chris Jackson stated: "I'm excited to join Doseology at such a pivotal time. The opportunity to build a disruptive brand in the modern oral stimulant space—backed by a passionate team and a clear vision for growth—is what drew me to this role. I look forward to driving value for our shareholders as we scale through innovation, disciplined execution, and strategic expansion."

The Company would also like to extend its sincere appreciation to Christopher Cherry for his leadership as interim CEO during this important transition period. Mr. Cherry will continue to serve as interim Chief Financial Officer, providing ongoing financial stewardship as Doseology accelerates the commercialization of its oral stimulant pouch division.

Doseology is preparing its new line of oral stimulant pouches formulated with natural and exotic super-ingredients, offering consumers a better-for-you alternative for energy and focus. Leveraging advanced scientific research and cutting-edge formulations, these pouches will be designed to deliver enhanced, individualized experiences in both nicotine-free and nicotine-based options. Distribution is planned across Canada, the United States, and Europe.

The Company intends to leverage its established operational infrastructure and retail footprint, which includes partnerships with Purity Life Health Products, Horizon Group of Companies, and Peak Performance Products. Doseology's current product line of functional mushroom tinctures is available in over 500 retail locations across Canada.

About Doseology Sciences Inc. (CSE: MOOD | PINK: DOSEF | FSE: VU7)

Doseology is a performance-driven innovation company at the intersection of biotechnology and advanced delivery systems, engineering precision-formulated oral stimulants that optimize energy, focus, and cognitive performance. Through science-backed research and cutting-edge formulation technologies, the Company is pioneering next-generation performance solutions that empower consumers to perform at their peak.

On behalf of the Board of Directors,
Daniel Vice,

Co-Founder, Director
Doseology Sciences Inc.

For more information, please contact the Company at:

Email: hello@doseology.com

Website: www.doseology.com

Phone: 604.908.3095

Forward Looking Statements

This press release contains statements that constitute "forward-looking information" within the meaning of applicable securities laws. Forward-looking information is often identified by the words "may," "would," "could," "should," "will," "intend," "plan," "anticipate," "believe," "estimate," "expect" or similar expressions. Readers are cautioned that forward-looking information is not based on historical facts but instead reflects the Company's management's expectations, estimates or projections concerning the business of the Company's 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. Among the key factors that could cause actual results to differ materially from those projected in the forward-looking information are the following: changes in general economic, business and political conditions, including changes in the financial markets; decreases in the prevailing prices for products in the markets that the Company operates in; adverse changes in applicable laws or adverse changes in the application or enforcement of current laws; regulations and enforcement priorities of governmental authorities; compliance with government regulation and related costs; and other risks described in the Company's prospectus. 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. For more information, investors should review the Company's filings which are available on [SEDAR+](#).

No securities regulatory authority has either approved or disapproved of the contents of this press release.

Neither the Canadian Securities Exchange nor the Canadian Investment Regulatory Organization accepts responsibility for the adequacy or accuracy of this release.