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NEWS RELEASE

Jamieson Wellness Inc. Announces Appointment of New Board Director

2025-10-21

Global CPG and tech executive brings more than 25 years of digital expertise to support the Company’s growing e-commerce opportunities

TORONTO--(BUSINESS WIRE)-- Jamieson Wellness Inc. ("Jamieson Wellness" or the "Company") (TSX:JWEL) announced today the appointment of Gayle Tait to the Company’s Board of Directors.

“The VMS marketplace is experiencing a shift towards digital and social ecommerce globally,” said Tim Penner, Chair of the Board of Jamieson Wellness. “As consumers continue to seek out digital communities to support their health and wellness journeys, understanding this rapidly growing and changing environment is crucial to growing with them.

“Gayle has an impressive track record of driving enterprise expansion and value, particularly through digital innovation in both C-suite and Board roles. Her unique blend of experience in global CPG and tech offers tremendous value to our Board as we navigate the digital opportunities ahead of us in the VMS space. We feel very fortunate to welcome Gayle to Jamieson Wellness and look forward to working together to expedite our growth worldwide.”

Ms. Tait’s executive experience in both public and private companies spans over 25 years, including roles at Google Play, L’Oréal UK consumer products division, and most recently as CEO of Trove, a venture-backed circular economy business. She currently serves on the board of e.l.f. Beauty (NYSE: ELF), where she has helped guide the company through a period of hypergrowth, international expansion and operational scale. During her tenure, e.l.f has become a leader in community-based business, pioneering in non-traditional digital channels to connect with the consumer and bring the values of the company to life. She also contributed to strategy and oversight during e.l.f’s brand acquisitions of Naturium Skin and rhode Beauty.

“Health and wellness is transforming as people take greater ownership of their personal health, and digital innovation is only just beginning to shape what’s possible,” said Ms. Tait. “Jamieson’s science-based, high-quality approach to helping consumers live longer, healthier lives deeply resonates with me, and I’m excited to partner with the team to drive what’s next.”

Ms. Tait’s appointment to the Board is effective October 27, 2025, at which time she will also begin serving on the Company’s Governance, Compensation and Nominating Committee.

About Jamieson Wellness Inc.

Jamieson Wellness is dedicated to Inspiring Better Lives Every Day with its portfolio of innovative natural health brands. Established in 1922, the Jamieson brand is Canada's #1 vitamins, minerals and supplements (“VMS”) brand. The Company’s youtheory brand, acquired in 2022, is an established and growing lifestyle brand in the U.S. Combined, these global brands are available in more than 50 countries worldwide. The Company also offers a variety of innovative VMS products as well as sports nutrition products to consumers in Canada with its Progressive, Smart Solutions, Iron Vegan and Precision brands. The Company is a participant of the United Nations Global Compact and adheres to its principles-based approach to responsible business. For more information please visit **www.jamiesonwellness.com**.

Jamieson Wellness’ head office is located at 1 Adelaide Street East Suite 2200, Toronto, Ontario, Canada.

Forward-Looking Information

This press release may contain forward-looking information within the meaning of applicable securities legislation. Such information includes, but is not limited to, statements related to the Company’s future plans, goals, strategies, intentions, beliefs, objectives, economic performance or expectations. Words such as “expect”, “anticipate”, “intend”, “may”, “will”, “estimate” and variations of such words and similar expressions are intended to identify such forward-looking information. This information reflects the Company’s current expectations regarding future events. Forward-looking information is based on a number of assumptions and is subject to a number of risks and uncertainties, many of which are beyond the Company’s control that could cause actual results and events to differ materially from those that are disclosed in or implied by such forward-looking information. Such risks and uncertainties include, but are not limited to, the factors discussed under “Risk Factors” in the Company’s Annual Information Form dated March 31, 2025 and under the “Risk Factors” section in the management’s discussion and analysis of financial condition and results of operations of the Company filed August 7, 2025 (the “MD&A”). This information is based on the Company’s reasonable assumptions and beliefs in light of the information currently available to it and the statements are made as of the date of this press release. The Company does not undertake any obligation to update such forward-looking information, whether as a result of new information, future events or otherwise, except as expressly required by applicable law or regulatory authority.

The Company cautions that the list of risk factors and uncertainties is not exhaustive and other factors could also adversely affect the Company's results. Readers are urged to consider the risks, uncertainties and assumptions associated with these statements carefully in evaluating the forward-looking information and are cautioned not to place undue reliance on such information. See "Forward-looking Information" and "Risk Factors" within the Company's MD&A for a discussion of the uncertainties, risks and assumptions associated with these statements.

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