



GURU ORGANIC ENERGY ENTERS ZERO SUGAR SEGMENT WITH METABOLISM-BOOSTING GURU ZERO WILD BERRY

- **ZERO SUGAR: fastest growing energy drink segment in Quebec¹ and the US² as more consumers seek low-calorie, sugar-free energy drinks.**
- **METABOLISM BOOST: EGCG and catechins, a form of green tea polyphenols, are clinically studied for their potent antioxidant effects and metabolism boosting when combined with caffeine. This metabolism boost helps burn more calories and convert energy faster to support active lifestyles and improved physical performance.**
- **Initial launch in retail stores in Quebec and online in Canada, on Amazon and on www.guruenergy.com.**
- **GURU Zero Wild Berry will also be featured in activations supporting Jay Du Temple's "FIN" Canadian tour from May 4 to July 19.**

Montréal, Québec, May 2, 2024 - GURU Organic Energy Corp. (TSX: GURU) ("**GURU**" or the "**Company**"), Canada's leading organic energy drink brand¹, today announced the official launch of its new ZERO SUGAR category, starting with its mesmerizing GURU Zero Wild Berry.

Carl Goyette, President and CEO of GURU stated: "With the new GURU Zero line, we're targeting a new, fast-growing trend of consumers who are looking for energy drinks that can boost their metabolism without compromise: ZERO SUGAR, ZERO SUCRALOSE, ZERO ASPARTAME AND ZERO ARTIFICIAL INGREDIENTS. Through our leading-edge R&D capabilities, GURU has once again hit the mark with another great tasting natural energy drink with a new functionality that supports active lifestyles and improved physical performance."

This initial launch of GURU Zero to Quebec retailers and Canadian online platforms will be supported by a comprehensive marketing campaign, which will include in-store promotions and activations, combined with high-impact in-store displays, all supported by a strategy of digital media placements, social media content and influencers, as well as special events.

GURU Zero Wild Berry

GURU Zero Wild Berry is made from a unique blend of natural ingredients that help BOOST METABOLISM.

WILD ON TASTE, ZERO ON SUGAR: With zero sugar, zero artificial flavors and the rich taste of wild berries, consumers can let their awakened energy run wild with absolutely zero regrets.

NATURAL ENERGY THAT LASTS: GURU Zero is packed with 140 mg of natural caffeine.

METABOLISM BOOST: The combination of caffeine, EGCG and catechins, a form of green tea polyphenols, has been clinically studied to boost metabolism, help burn more calories and convert energy faster to support active lifestyles and improved physical performance.

"GURU Zero is a major R&D breakthrough for us," said Luc Martin-Privat, PharmD, GURU's Brewmaster and Vice President of R&D and Innovation. "After years of dedicated research, we are proud to present this premium organic sugar-free energy drink with metabolism-boosting functionalities and unparalleled taste. We've triumphed in harnessing our unique zero-sugar formula to deliver a taste sensation that we believe will delight every palate. We're also working on adding more delicious flavors to complete this new zero sugar product line."

About GURU Products

GURU energy drinks are made from a short list of plant-based active ingredients, including natural caffeine, with zero sucralose and zero aspartame. These carefully sourced ingredients are crafted into unique blends that push your body to go further and your mind to be sharper.

About GURU Organic Energy

GURU Organic Energy Corp. (TSX: GURU) is a dynamic, fast-growing beverage company that launched the world's first natural, plant-based energy drink in 1999. The Company markets organic energy drinks in Canada and the United States through an estimated distribution network of about 25,000 points of sale, and through www.guruenergy.com and Amazon. GURU has built an inspiring brand with a clean list of organic ingredients, including natural caffeine, with zero sucralose and zero aspartame, which offer consumers *Good Energy* that never comes at the expense of their health. The Company is committed to achieving its mission of cleaning the energy drink industry in Canada and the United States. For more information, go to www.guruenergy.com or follow us [@guruenergydrink](https://www.instagram.com/guruenergydrink) on Instagram, [@guruenergy](https://www.facebook.com/guruenergy) on Facebook and [@guruenergydrink](https://www.tiktok.com/@guruenergydrink) on TikTok.

¹ Nielsen: 52-week period ended January 27, 2024, All Channels, Canada vs. the same period a year ago.

² SPINS data: 52-week period ended December 2, 2023.

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GURU Organic Energy

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Forward-Looking Information

This press release contains "forward-looking information" within the meaning of applicable Canadian securities legislation. Such forward-looking information includes, but is not limited to, information with respect to the Company's objectives and the strategies to achieve these objectives, as well as information with respect to management's beliefs, plans, expectations, anticipations, estimates and intentions. This forward-looking information is identified by the use of terms and phrases such as "may", "would", "should", "could", "expect", "intend", "estimate", "anticipate", "plan", "believe" or "continue", the negative of these terms and similar terminology, including references to assumptions, although not all forward-looking information contains these terms and phrases. Forward-looking information is provided for the purposes of assisting the reader in understanding the Company and its business, operations, prospects and risks at a point in time in the context of historical and possible future developments and therefore the reader is cautioned that such statements may not be appropriate for other purposes. Forward-looking information is based upon a number of assumptions and is subject to a number of risks and uncertainties, many of which are beyond management's control, which could cause actual results to differ materially from those that are disclosed in or implied by such forward-looking information. These risks and

uncertainties include, but are not limited to, the following risk factors, which are discussed in greater detail under the "RISK FACTORS" section of the annual information form for the year ended October 31, 2023: management of growth; reliance on key personnel; reliance on key customers; changes in consumer preferences; significant changes in government regulation; criticism of energy drink products and/or the energy drink market; economic downturn and continued uncertainty in the financial markets and other adverse changes in general economic or political conditions, as well as the COVID-19 pandemic, the war in Ukraine and geopolitical developments, global inflationary pressure or other major macroeconomic phenomena; global or regional catastrophic events; fluctuations in foreign currency exchange rates; inflation; revenues derived entirely from energy drinks; increased competition; relationships with co-packers and distributors and/or their ability to manufacture and/or distribute GURU's products; seasonality; relationships with existing customers; changing retail landscape; increases in costs and/or shortages of raw materials and/or ingredients and/or fuel and/or costs of co-packing; failure to accurately estimate demand for its products; history of negative cash flow and no assurance of continued profitability or positive EBITDA; repurchase of common shares; intellectual property rights; maintenance of brand image or product quality; retention of the full-time services of senior management; climate change; litigation; information technology systems; fluctuation of quarterly operating results; risks associated with the PepsiCo distribution agreement; accounting treatment of the PepsiCo Warrants; conflicts of interest; consolidation of retailers, wholesalers and distributors and key players' dominant position; compliance with data privacy and personal data protection laws; management of new product launches; review of regulations on advertising claims, as well as those other risks factors identified in other public materials, including those filed with Canadian securities regulatory authorities from time to time and which are available on SEDAR+ at www.sedarplus.ca. Additional risks and uncertainties not currently known to management or that management currently deems to be immaterial could also cause actual results to differ materially from those that are disclosed in or implied by such forward-looking information. Although the forward-looking information contained herein is based upon what management believes are reasonable assumptions as at the date they were made, investors are cautioned against placing undue reliance on these statements since actual results may vary from the forward-looking information. Certain assumptions were made in preparing the forward-looking information concerning availability of capital resources, business performance, market conditions, and customer demand. Consequently, all of the forward-looking information contained herein is qualified by the foregoing cautionary statements, and there can be no guarantee that the results or developments that management anticipates will be realized or, even if substantially realized, that they will have the expected consequences or effects on the business, financial condition, or results of operation. Unless otherwise noted or the context otherwise indicates, the forward-looking information contained herein is provided as of the date hereof, and management does not undertake to update or amend such forward-looking information whether as a result of new information, future events or otherwise, except as may be required by applicable law.