

# NEWS RELEASE

FOR IMMEDIATE RELEASE

Wednesday, July 30, 2025



## MOUNTAIN VALLEY MD PROVIDES BUSINESS UPDATE, ADVANCES COMMERCIALIZATION STRATEGIES

**Toronto, Ontario – July 30, 2025** - Mountain Valley MD Holdings Inc. (the “Company” or “MVMD”) (CSE: MVMD) (OTCQB: MV MDF) (FRA: 20MP) is pleased to provide a business update on its commercialization progress across its three core areas of focus:

1. **Nutraceuticals** – Innovations through the Company’s Quicksome™ technology, designed to improve the administration and efficacy of nutraceutical health and wellness products;
2. **Agriculture** – The Company’s licensed Agrarius agricultural plant signaling technology, designed to organically drive increased crop yields, reduce fertilizer and pesticide usage where desired, and enhance plant health; and
3. **Husbandry Animals/Aquatic Species** – The application of solubilized drug formulations through the Company’s Quicksol™ technology, designed to positively impact the health of husbandry animals and aquatic species.

“In recent months, we have focused on measured execution across all business lines,” said Dennis Hancock, President & CEO of Mountain Valley MD. “We continue to advance the commercial foundations needed to bring our technologies to market at scale, supported by progress in field trials and product launches.”

### NUTRACEUTICALS

#### Quicksome™ Technology, Commercialization, and Business Development Progress

MVMD’s patented liposomal Quicksome™ technology uses proprietary formulations and stabilizing agents to encapsulate active ingredients with the goal of optimizing molecule delivery in sublingual nutraceutical applications. The Company’s Quicksome™ technology is currently focused on delivering molecules where enhanced efficacy, precise dosing, reduced variability, and dose sparing are valued.

“Our Quicksome™ technology has proven adaptable across multiple product formulations,” Mr. Hancock noted. “We believe the platform’s dose-sparing benefits and demonstrated efficacy versus orally consumed competitors will continue to attract new partners and product opportunities in this scaled commercialization phase.”

MVMD continues to advance its nutraceutical strategy through its exclusive manufacturing and licensing arrangement with a U.S.-based GMP production partner (the “Lead Manufacturer”). The Lead Manufacturer has GMP and OTC drug manufacturing capabilities and has installed proprietary equipment for producing MVMD’s Quicksome™ sublingual and dermal formulations.

The Lead Manufacturer works closely with the Company to complete product and production elements necessary to support its obligations under MVMD’s license agreement with Circadian

Wellness Corp. (“Circadian”), an MVMD licensee, as well as MVMD’s proprietary “Mountains Of...” product line and other business development initiatives. During the first half of the 2025 calendar year, MVMD and its Lead Manufacturer supported the scaled-up production and market launch of Circadian’s “Eons Dialed,” a sublingual product for anxiety support. Circadian’s product line, which includes “Eons Deeper Sleep” and “Eons Dialed,” is manufactured by the Lead Manufacturer and incorporates Quicksome™ technology. Circadian reported positive consumer reception to its Quicksome™-based products, including USD \$193,000 in sales during April to June 2025, a notable increase from prior periods.

In parallel, MVMD is engaged in business development initiatives with the Lead Manufacturer to secure additional nutraceutical licensing partnerships. A key project the Company has been advancing involves a U.S.-based multi-level marketing client (the “MLM Client”) for a novel fenugreek glycosides testosterone formulation. The Lead Manufacturer has secured distribution rights for a standardized ingredient with clinically demonstrated effects on total and biologically active free testosterone. The product has been successfully integrated into a Quicksome™ quick-dissolve tablet, and has supported testosterone levels in male subjects through documented trials. Human testosterone levels are well documented to positively impact muscle mass, strength, energy, vitality, libido, and spermatogenesis. The MLM Client has completed multiple rounds of product feedback regarding dissolution and flavor, with commercial terms anticipated in calendar 2025. A white-label version is also planned for manufacturing for broader distribution in the current calendar quarter.

MVMD has also completed development of additional formulations for energy, lean metabolism, focus, stress, and anxiety support. These are available for manufacturing through the Lead Manufacturer and are intended to support MVMD’s branding and additional business development efforts through the remainder of calendar 2025. The Company’s nutraceutical pipeline also includes active development projects for hematological health, nutritional support, hydration and performance, joint health, and pain management.

The Company’s “Mountains Of...” proprietary brand has secured U.S. trademark protection for multiple product categories (Sleep, Energy, Relief, Libido, Lean) to support GMP product sample development and business development activities. Distribution partners may elect to market MVMD’s “Mountains Of...” products or produce proprietary versions with their own branding.

## **AGRICULTURE**

### **Agrarius Business Development and Commercialization Progress**

“We believe the results of our collaboration with agronomists and agricultural partners throughout Latin America continue to validate the numerous Agrarius benefits across major crop types in diverse real-world conditions,” Mr. Hancock stated. “We view being intentional with our data-driven approach as being the foundation for long-term adoption and meaningful commercial growth.”

MVMD has been working to advance commercialization in its agricultural division, which is focused on the licensed distribution of the Agrarius plant signaling technology. Under its exclusive license agreement with Agrarius Corp. (“AC”), MVMD holds the exclusive rights to sell the Agrarius product throughout North America, Mexico, Central America, South America, and the Caribbean (the “Exclusive Territory”). While MVMD does not manufacture the product, it facilitates regional regulatory approvals, product trials, import logistics, business development, and commercial distribution across the Exclusive Territory.

The Agrarius product is mixed either with water or with other agricultural products, such as fertilizers, pesticides, or herbicides, at the point of application and then applied via sprayer to agricultural crops at ideal times during a plant’s lifecycle. Agrarius has been tested across

numerous major agricultural crops and has demonstrated its ability to naturally increase crop yields with results varying depending on crop type, reduce fertilizer usage, and increase general resilience to pests and climate change forces such as drought.

The Company is entering what it characterizes as a new phase of its validation and commercialization strategy in the Exclusive Territory, in particular in Latin America (LATAM), following the completion of an initial cycle of professional field trials in Brazil across key crops - including corn, sugarcane, soybeans, potatoes, and citrus - alongside an extensive evaluation program with soybean farmers in high-productivity environments.

The Company's agronomists have been working closely with certified third-party agricultural testing partners, academic institutions, and farmers to conduct product trials, including extensive metabolic and physiological analysis studies for Agrarius-treated crops. The Company believes that recent trial results continue to validate the efficacy of the Agrarius product and will support its planned product adoption and broad commercialization strategy. A sample of recently achieved key trial outcomes, includes:

- Corn: In a study conducted by UNESP (Universidade Estadual Paulista), Agrarius application led to improved physiological conditions, higher chlorophyll concentrations, and increased root systems. This resulted in a yield increase of 14.8% in the Dourados region and 11.2% in the Santa Cruz area in Brazil.
- Sugarcane: Trials conducted by Agroquatro A.S, a company in Brazil that promotes and markets plant nutrition products, demonstrated a significant yield improvement of 8 to 12 tons per hectare (approximately 10%), a 15% increase in sugar yield, and a 47% reduction in damage caused by pests.
- Soybeans: Across 14 validation trials with farmers in Brazil, the application of Agrarius resulted in an average yield increase of 6.34 sacs per hectare. Notably, one high-performance producer participating in the Brazilian Soybean Strategic Committee ("CESB") Competition achieved a 15.61% productivity gain, yielding 117.93 bags/ha with Agrarius versus 102 bags/ha without.
- Potatoes: A field test harvested in June 2025 showed a productivity increase of 18.49%, with the Agrarius-treated area yielding 51,250 Kg/Ha compared to the control area's 43,250 Kg/Ha.
- Citrus: Preliminary results from trials on mature Hamlin orange trees showed a productivity increase of 5.29%. Satellite data analysis from the Company's contracted satellite monitoring subscription, OneSoil, visually shows a potential productivity improvement of up to 15% that will be assessed physically in the final harvest. This is consistent with previous trials the company conducted on citrus in Costa Rica.

"The results we are seeing from Agrarius trials in Latin America confirm to us its performance in diverse real-world conditions," continued Mr. Hancock. "Completing effective Agrarius trials helps build the confidence needed for larger agricultural operators to continue evaluating the impact of successfully integrating Agrarius more broadly into their operations."

The Company has commenced additional professionally managed testing protocols on cotton, coffee, and citrus, along with a second cycle for sugarcane and broad farmer-led validations for wheat and barley that would mirror what was recently accomplished with soybean trialing.

In Colombia, MVMD has commenced a grass productivity program in partnership with FEDEGAN, the national cattle growers' federation, which supports agricultural farms covering

approximately 43 million hectares of cattle pastures. The study spans seven regions and targets productivity, nutritional content, and growth cycles on different grass types when Agrarius is applied versus control groups. The trial is being managed in coordination with local agronomists and technical directors, and is expected to run through calendar 2026, with preliminary results anticipated in the 2025 calendar year.

The initial trialing and business development efforts the Company has been conducting with its third-party research partners and initial agricultural prospects has provided clarity to management that it is more likely that large-scale clients will require several cycles of crop trialing experience with Agrarius before more broadly adopting the Agrarius product in a meaningful scale in their operation.

Operationally, the Company completed its first trial import and clearance of its product samples into Brazil through its Panamanian logistics partner located in the Pana Park duty-free zone. This process established the customs and fiscal structure necessary for potential future larger-scale commercial shipments into Brazil.

MVMD continues to manage regulatory filings across the Exclusive Territory and has secured registration in Canada, Brazil, Colombia, Panama, Bolivia, Peru and most of the US states. Additional filings are in process for Mexico, Costa Rica, and Uruguay. To protect the Agrarius brand, MVMD has filed trademark applications in thirteen key jurisdictions across LATAM.

The Performance Guarantee Program (“PGP”) remains a central element of MVMD’s go-to-market strategy. Under the program, participating clients only pay for product after achieving defined performance thresholds. The Company believes this model has effectively reduced hesitation in early adoption for testing purposes, while generating valuable field data. MVMD and AC share the risk of performance, with AC deferring payment from MVMD until the PGP performance obligations are met. The Company believes this structure will drive revenue conversion as it scales into more significant field applications across the Exclusive Territory and is working with AC to understand how it will manage PGP opportunities in LATAM against current business development activity.

“The combination of consistent trial results, expanding regulatory approvals, and the Performance Guarantee Program is intended to position Agrarius for scaled adoption,” Mr. Hancock said. “We view these as the key steps that will move us from testing into commercial use.”

## **HUSBANDRY ANIMALS / AQUATIC SPECIES**

### **Soluvec™ 1% Product Progress in Bangladesh, Other Market Targets**

MVMD has applied its Quicksol™ solubilization technology to Ivermectin to create its Soluvec™ 1% formulation, which the Company designed to provide a safer and more effective solution for broad administration across husbandry animals and aquatic species. The Soluvec™ 1% formulation has been documented to have a nine-month stability at both room and refrigerated temperatures through a third-party Contract Manufacturing Operator in the United States. The Company’s primary commercialization approach is to license this technology to third parties.

MVMD previously entered into a license agreement for Soluvec™ 1% animal husbandry applications in Bangladesh with a privately held Ontario corporation holding exclusive rights to manufacture and distribute Soluvec™ 1% products in injectable and feed coating formats in Bangladesh. Under this agreement, MVMD earns a royalty on net sales in the region.

As of July 2025, the Licensee has produced approximately 200 tonnes of Soluvec™ 1% coated fish feed distributed through five local distributors. Royalty revenues have been below management's expectations, impacted in part by damage to the farmed fishing industry from Cyclone Remal in 2024. MVMD has communicated performance concerns to its licensee and will monitor sales over the coming quarters.

Global interest in Soluvec™ remains positive in management's view. In an effort to grow future Soluvec™ 1% formulation royalties, MVMD intends to accelerate broader commercialization efforts across Latin America and other emerging markets in future quarters. The Company has filed for patent protection in 12 additional markets outside of the United States, including Canada, China, India, Mexico, Sri Lanka, Thailand, Philippines, Malaysia, Brazil, Peru, Argentina, and Chile.

The Company's published peer-reviewed study data in the journal *Therapeutic Delivery* supports the improved bioavailability, efficacy, and potential cost savings of Soluvec™ for both animals and potentially human health applications.

"Soluvec™ continues to demonstrate to us its measurable advantages in stability, bioavailability, and application," said Mr. Hancock. "Our priority is to support the existing licensee in Bangladesh while advancing expansion into additional markets where our patents support strategic capital deployment."

#### **ABOUT MOUNTAIN VALLEY MD HOLDINGS INC.**

Mountain Valley MD is building a world-class organization centered around the implementation, licensing and reselling of key technologies and formulations:

- patented Quicksome™ oral formulation and delivery technologies,
- patented Quicksol™ solubility formulation technology
- licensed product reseller of Agrarius™, a novel agricultural plant signaling technology

Consistent with its vision towards "More Life", MVMD applies its owned and licensed technologies to its work for advanced delivery of molecules for human and husbandry animal applications, including the development of products for pain management, weight loss, energy, focus, sleep, anxiety, and more. Additionally, MVMD's work with Agrarius is focused on generating a positive impact on crop yields and reducing fertilizer usage.

MVMD's patented Quicksome™ technology utilizes proprietary formulations and stabilizing molecules to encapsulate and formulate active ingredients into highly efficient product formats. The result is a new generation of product formulations that could be capable of delivering nutraceutical and drug molecules into the body faster, with greater impact, efficiency and accuracy.

MVMD's patented Quicksol™ technology covers all highly solubilized macrocyclic lactones that could be effectively applied in multiple viral applications that could positively impact human and animal health globally.

MVMD's licensed Agrarius™ agricultural plant signaling technology is designed to be applied to crops to naturally increase yields, reduce fertilizer usage, and increase general resilience to pests and climate change.

For more Company information and contact details, visit [www.MVMD.com](http://www.MVMD.com).

**SOURCE: Mountain Valley MD Holdings Inc.**

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## **CAUTIONARY STATEMENT REGARDING FORWARD-LOOKING INFORMATION**

Certain statements contained in this news release may constitute forward-looking information. Forward-looking information is often, but not always, identified by the use of words such as "anticipate", "plan", "estimate", "expect", "may", "will", "intend", "should", and similar expressions. Forward-looking information involves known and unknown risks, uncertainties and other factors that may cause actual results or events to differ materially from those anticipated in such forward-looking information.

The Company's actual results could differ materially from those anticipated in this forward-looking information as a result of regulatory decisions, competitive factors in the industries in which the Company operates, prevailing economic conditions, and other factors, many of which are beyond the control of the Company.

The Company is making forward-looking statements, including but not limited to: the continued interest of third parties in the Quicksome™ technology and the timing thereof; that recent Agrarius trial results will support the planned production adoption and broad commercialization strategy; future testing/trials, including timing, locations and products (of Agrarius); the PGP and the results and impact thereof; and the monitoring of licensee operations in Bangladesh and the timing thereof.

The Company believes that the expectations reflected in the forward-looking information are reasonable, but no assurance can be given that these expectations will prove to be correct and such forward-looking information should not be unduly relied upon. Any forward-looking information contained in this news release represents the Company's expectations as of the date hereof and is subject to change after such date. The Company disclaims any intention or obligation to update or revise any forward-looking information whether as a result of new information, future events or otherwise, except as required by applicable securities legislation.

Neither the CSE nor OTC has reviewed or approved the contents of this press release.