



Vitalist Secures Facer for VitalOS

CALGARY, AB, CANADA – December 5, 2025 – Vitalist Inc. (TSX-V: [VITA](#); OTCQB: [VTLSE](#)) (“Vitalist” or the “Company”), the developer of the VitalOS™ operating system, is partnering with Facer - a leading watch face platform, to bring over 500,000 watch faces from some of the best brands and independent designers in the world to VitalOS smartwatches. Facer is the first key building block in what will be a vibrant ecosystem of 3rd party VitalOS watch apps for Vitalist.

The three-year partnership launches in 2026 on the Reebok Kinetic smartwatch, with Facer pre-installed and ready to use from day one. Customers gain immediate access to Facer’s enormous catalog of customizable watch faces. The partnership signals Vitalist’s commitment to building an open, developer friendly ecosystem.

What This Means:

Instant Personalization

Every VitalOS smartwatch ships with Facer built-in, plus a 30-day free trial of Facer premium for exclusive design and features.

Ecosystem Validation

Facer's decision to build for VitalOS validates the platform can compete with established wearable operating systems and attract top-tier developers.

Market Expansion

The partnership gives Facer access to VitalOS users while demonstrating its ability to collaborate with major athletic brands on mass-market products.

The agreement ensures that the Facer App and its companion Watch App will be pre-installed on all designated VitalOS products, ready for immediate use upon customer setup. This seamless integration instantly provides customers with access to Facer’s extensive library of customizable watch faces.

“This partnership is all about giving the customer seamless technology paired with endless personalization. By integrating Facer directly into the VitalOS operating system on the new Reebok Kinetic smartwatch, we are removing friction and immediately delivering a massive library of customizable watch faces.” Said Brook Eaton CPO at Facer. “This collaboration between Facer and Vitalist, allows us to blend top-tier athletic performance with a dynamic, personalized user experience right out of the box.”

“Facer is the perfect first partner,” said Sean Croft, CPO of Vitalist Inc. “They have millions of users and a reputation of innovative and state-of-the-art design. Their commitment to VitalOS validates our vision: an open platform where customers control their experience and developers can thrive.”

Facer, Vitalist, and MicroEJ are excited to announce they will be unveiling Facer's launch on VitalOS at CES January 6-9, hosted at the MicroEJ booth #53029 at the Venetian. This event signals the strategic, deep-level partnership, designed to attract global developers to the VitalOS ecosystem.

About Facer

Facer is the world's leading platform for smartwatch personalization. Available on Apple Watch, Wear OS, and other leading smartwatch platforms, Facer empowers millions of users to express their individuality through thousands of free and premium watch faces created by top brands, designers, and independent artists. With its powerful Facer Creator tools, anyone can design and publish custom watch faces, contributing to the largest global marketplace for wearable creativity.

▷ For more information: www.facer.io | [LinkedIn](#)

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About Vitalist Inc.

Vitalist Inc. is an innovative technology provider that helps brands build better products. Through VitalOS, brands create seamlessly connected devices and applications that adapt to each user. By uniting hardware and software with intelligent analytics, we're building an ecosystem of personalized solutions that enhance human potential.

▷ For more information: www.vitalist.co | [Investor Materials](#) | [LinkedIn](#)

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Although Vitalist believes that the expectations and assumptions on which such forward-looking information is based are reasonable, undue reliance should not be placed on the forward-looking information because Vitalist cannot give any assurance that they will prove to be accurate. By its nature, forward-looking information is subject to various risks and uncertainties, which could cause the actual results and expectations to differ materially from the anticipated results or expectations expressed in this press release. A detailed description of risk factors that may cause actual results to differ materially from forward-looking information can be found in Vitalist’ most recent annual information form and management’s discussion and analysis on the SEDAR website at www.sedarplus.ca.

Although Vitalist has attempted to identify in its public disclosure important factors that could cause actual results to differ materially from those contained in forward-looking information, there may be other factors that cause results not to be as anticipated, estimated or intended. Readers are cautioned that the risk factors in its public disclosure may not be exhaustive. Readers are further cautioned not to place undue reliance on forward-looking information as there can be no assurance that the plans, intentions or expectations upon which they are placed will occur. Forward-looking information contained in this press release is expressly qualified by this cautionary statement. The forward-looking information contained in this press release represents the expectations of Vitalist as of the date of this press release and, accordingly, is subject to change after such date. However, Vitalist expressly 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 expressly required by applicable securities law.