



## Vitalist and MicroEJ Announce New Reebok Smartwatch Powered by VitalOS™

**VitalOS™ provides a software platform designed to support efficient development of connected wearables**

BOSTON and CALGARY, Alberta, Dec. 02, 2025 -- Vitalist Inc. (TSX-V: [VITA.V](#); OTCQB: [VTLSE](#)) and MicroEJ today announced the launch of the first Reebok smartwatch powered by VitalOS™, marking the public debut of an operating system designed to support consumer brands entering the wearable market. With Reebok as the first commercial implementation, VitalOS™ illustrates the platform's capabilities and showcases its capabilities, providing an alternative approach to developing wearables without reliance on proprietary ecosystems.

"VitalOS™ is designed to give brands greater control over their wearable product experience," said Kalvie Legat, CEO of Vitalist. "Many companies, entering the wearable category require alignment with existing platforms. Our collaboration with MicroEJ supports an approach that enables companies like Reebok to develop devices that reflect their design priorities and customer needs."

### VitalOS™ Platform Capabilities

VitalOS™ is built on MicroEJ's proven virtualization technology, MicroEJ VEE, and its wearable solution, VEE Wear — part of a platform that already powers more than 400 million connected devices worldwide. Together, the companies have created a foundation that streamlines the cost, speed, and scale of wearable development:

- Low-power architecture designed to support extended battery performance
- 6–9 month development cycles
- Customization options for brand-specific experiences
- Hardware-agnostic scalability

"We designed VitalOS™ to be future-proof from day one," said Sean Croft, Chief Product Officer at Vitalist. "Whether it's watches today or new form factors tomorrow, brands can scale their experiences seamlessly across generations. The platform is intended to support extended product lifecycles and efficient software-update processes."

"VEE Wear brings to VitalOS™ the same proven foundation that already powers millions of embedded and IoT devices worldwide," added Fred Rivard, CEO of MicroEJ. "By combining ultra-low power efficiency, reliability, and scalability, VEE Wear enables VitalOS™ to support wearables designed for efficient power consumption and scalability across device generations. Our collaboration with Vitalist provides brands with an additional option when developing connected devices."

### Reebok: First Commercial Implementation

Reebok is the first global brand to commercially implement VitalOS™. The new Reebok smartwatch showcases how established brands can extend their legacy of performance and design into wearables and deliver authentic user experiences.



## **CES 2026 Showcase**

Vitalist, MicroEJ, and Reebok will showcase the new smartwatch and the VitalOS™ platform at CES 2026. Visit MicroEJ at the Venetian Expo, Booth #53029, to experience the smartwatch and learn more about the VitalOS™ platform.

### **About MicroEJ**

MicroEJ is a global leader in software solutions for intelligent devices, trusted by industry leaders in consumer electronics, energy, healthcare, and industrial automation. With over 400 million units of MICROEJ VEE sold worldwide, MicroEJ empowers manufacturers to turn standard products into smart, cloud-connected, AI-enabled devices, enabling rapid, complexity-free innovation. By bridging IT and embedded systems, MicroEJ drives scalable transformation that helps industries innovate faster, adapt to market needs, and build a software-driven future for IoT and connected devices.

▷ For more information: [Press Kit](#) – [Press Room](#) – [www.microej.com](http://www.microej.com) – [LinkedIn](#)

### **About Vitalist**

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](http://www.vitalist.co) – [Investor Information](#) – [LinkedIn](#)

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### **Forward-Looking Information**

This press release contains forward-looking information within the meaning of applicable securities laws. In general, forward-looking information refers to disclosure about future conditions, courses of action, and events. The use of any of the words “anticipates”, “believes”, “expects”, “intends”, “plans”, “will”, “would”, and similar expressions are intended to identify forward-looking information. More particularly and without limitation, this press release includes forward-looking information with respect to the launch of the VitalOS operating system and key features including battery life, development cycles, customizability, and compatibility.

Although MicroEJ and Vitalist believe 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 the Companies cannot give any assurance that it 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 Vitalists' most recent annual information form and management's discussion and analysis on the SEDAR website at [www.sedarplus.ca](http://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.

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A photo accompanying this announcement is available at <https://www.globenewswire.com/NewsRoom/AttachmentNg/e752ce78-323b-44a9-9444-e8de9c109b93>.