



Smokefree Innotec, Inc [OTC:SFIO] 2021 Shareholder Letter From CEO

25 October 2021

Dear shareholders and business partners,

This shareholder letter gives me the opportunity to share the key milestones of Smokefree Innotec, Inc (SFIO) from the past year. More importantly, it gives me a chance to look at the exciting opportunities ahead and share our high-level plans for the next three months.

But first of all, I would like to thank our shareholders for their continual trust and patience over the last twelve months as we restructure SFIO. In an extraordinary year, our primary focus was not only to survive but thrive through the pandemic. We could not have done it without the support of our shareholders as well as the hard work of our staff and business partners.

During this restructuring phase, we took into consideration shareholders' sentiments in our decision-making process. For instance, we chose not to execute the reverse stock split, which would significantly dilute shares of existing shareholders. Instead, we accounted for shareholders' recommendations that presented a mutually beneficial solution.

As for some of the milestones we have managed to achieve, the priority of removing the company's Caveat Emptor designation was key. This immediately made SFIO current on the OTC Markets with Pink status. We are in the process of requesting the removal of the Shell status by posting our financial statements for Q3 2021, which will be covered in another letter to shareholders that seek to explain the highlights.

At the moment, we feel proud and privileged to be conducting educational roadshows in the US for the next three months. The program targets specific communities and groups to gain support and endorsement. The management team and I are prepared and excited to join the US roadshows in the first quarter of 2022 with hopes of fully cementing our international presence and building a strong alliance with our US business partners.

In line with further activating our new import-export business across the globe, we are establishing offices and teams in New Zealand, Australia, the US and UAE. This will also allow us to showcase our technology and software products and services in those countries. Thus, we will continue to invest in the development of products and services with proprietary technology through ongoing research and development as well as collaboration with business partners.

At a high level, the plan for the remaining months in 2021 is to immediately increase our portfolio of both tangible and intangible assets through joint ventures in several property development projects and other strategic acquisitions. This will commence in November and well into 2022 as we execute projects and expansion plans as part of our new income streams, generating an increase in revenues and asset portfolio per quarter.

The diversification of our leadership team illuminates our strategy to execute these assorted expansion plans. We have begun to appoint members of our advisory board who have in-depth experience and expertise in areas where they are involved in. The new team will be introduced in due time.

There might be a restructuring of the shares held by officers and key partners of the company to a new class of preferred shares in hopes of demonstrating our long-term commitment to our shareholders. The matter is still in its consultation phase, and we will remain transparent with our shareholders as we move forward through the process.

That being said, we are in the process of finalizing our strategic roadmap, which will be posted on our website. The document will provide explanation about the strategic alignment of our five business divisions and its role to SFIO's sustainability model. To provide further updates on acquisitions and our strategic plan as well as give shareholders a chance to ask questions directly to the management team and I, we aim to organize web conferences as well.

Again, we want to thank our shareholders for their continued support and capital as we navigate through our future roadmap, which will ultimately provide value to them. We appreciate the ongoing partnership.

Sincerely,



Jeths Lacson
CEO and Chairman of SFIO
www.sfio.co.nz

Forward-Looking Statements: Certain information disclosed in this letter contains "forward-looking information". These information are not guarantees of future performance of SFIO and readers should not place undue reliance on them. Such forward-looking statements necessarily involve known and unknown factors. Although forward-looking statements contained in this letter are based upon what the company believes are reasonable considerations and opportunities, there can be no assurance that these will prove to be achieved, as actual results and future events could differ materially from those anticipated in such statements. SFIO undertakes no obligation to update forward-looking statements if circumstances or the CEO's estimates or opinions should change.