



Lead Innovation Announces Signing of Growth and Expansion Agreement with Morgan Cosmetics

Lead Innovation Corporation (OTC: LEIC) is pleased to announce the signing of a comprehensive growth and expansion management agreement between Morgan Cosmetics LLC ("Morgan") and Lead Innovation Corporation on April 10, 2023.

Under this agreement, Lead Innovation will manage, finance, and build Morgan into a cutting-edge, digitally enhanced, and innovative global personal care brand. The partnership will allow Morgan to take advantage of Lead Innovation's worldwide management team and capital resources to develop its brand.

“Our objective is to assist conventional brick & mortar enterprises in embracing digitalization as a means to enhance and expand their operations in the new era,” said Jared Manhein, Executive Director of LEIC and Senior Vice President of Operations for Incubation and Portfolio Management of Lead Innovation Group. “The partnership with Lead Innovation is expected to bring substantial value to Morgan as the company transitions to a new phase of growth.”

Lead Innovation's focus on driving digital transformation through innovative technologies, intelligent services, Industry 4.0, and Web3 techniques will help Morgan achieve its growth objectives. Lead Innovation believes in the Innovation Potential Universe, which aims to improve people's lives and revolutionize industries through innovation. With a track record in business model innovation, digital technology, and the use of AI and DeFi techniques, and its global network, Lead Innovation can help develop, finance and grow tomorrow's businesses today.

Lead Innovation Corporation is excited about this partnership and the upcoming development phase of Morgan. Both companies are committed to achieving success through innovation and digital transformation in the new era. For more information, contact David Williams at marketing@leadinnovgroup.com, <https://twitter.com/leadinnovation> and <https://www.linkedin.com/company/lead-innovation-group/>

About Lead Innovation Corporation

Lead Innovation Corporation (OTC: LEIC), a distinguished member of the esteemed Lead Innovation Group, a global conglomerate. At Lead Innovation Corporation, our mission is to empower growth-oriented businesses to attain their full potential with innovative technology and digital solutions. We are dedicated to helping corporations achieve digital transformation to seize the opportunities presented by the digital network era. Our comprehensive suite of services is designed to help your business surmount the obstacles of the digital age. We provide financial and operational support, as well as the development of new cutting-edge technologies. Lead Innovation Corporation is dedicated to the success of its clients in the digital age. We recognize that businesses must adapt to disruptive digital technologies to succeed in the new era. That's why our team is committed to helping companies achieve customer obsession, accelerate growth, and build long-term value through innovative technology and digital solutions. Our expertise in implementing cutting-edge technologies, such as Industry 4.0 and Web3 techniques, has allowed us to transform traditional infrastructures and systems. Our success in driving digital transformation is a testament to our ability to adapt to the rapidly changing business landscape. At Lead Innovation Corporation, we are guided by our principle of the Innovation Potential Universe. We believe that innovation is key to improving people's lives and revolutionizing industries. By joining us on our mission, you can take advantage of groundbreaking digital solutions that drive growth and prosperity for all. Let us help you unlock your company's potential and thrive in the new digital era. (<https://leadinnovationcorp.com/>).



About Morgan Cosmetics LLC

Morgan Cosmetics LLC is a leading purveyor of the finest organic face, hair, skin and nail care line made from Moroccan Argan oil. With offices in Morocco, and Seattle, Washington, Morgan Cosmetics offers more than 60 SKUs that provide the highest level of hair, skin and nail care. Morgan Cosmetics began its entrepreneurial journey in 2012 with its first line of hand-pressed 100% pure Argan oil extracts from Argan trees at its farm in Essaouira (the capital of Argan). To establish the highest quality, Morgan Cosmetics uses the cold press method to ensure that their oil will stay in its natural state and structure. Today, founders and their teams in the US and in Morocco continue to evolve by sharing the stories and wisdom from the healing women of Argan. (<https://www.morgancosmetics.com/>)