



HUBB Announces Strategic Realignment: Increased Focus on Investment Growth and Innovation Opportunities

Boca Raton, Fla.—January 4, 2024 (OTC WIRE) – Hubb Ventures, Inc. (OTC Pink – HUBV) (the “HUBB” and “Company”) today announced proposed structural changes to simplify the organization as it best positions the company to create long-term value. In connection with this shift in strategic direction, the Company will plan to position itself for an uplisting to a higher quality OTC Markets listing.

In connection with this announcement, Borys Rafalowicz, HUBB Chief Executive Officer (“CEO”), shared the following insights:

“After considerable analysis and deliberation, we have determined that it is in HUBB’s best interest to update our strategic priorities. Today’s announcement signifies the beginning of a new era for HUBB starting in 2024– one in which we will concentrate our efforts on leveraging our existing technology and pioneering innovative new applications. Our ultimate goal is to contribute to a smarter, cleaner, and more sustainable future.” He added, “During the last few years, I was optimistic about the previous management team’s ability to steer the company towards growth. However, I eventually realized that their decisions, actions, and strategies were harmful to the company and its shareholders. Consequently, they were removed from their positions, and I have taken a more hands-on and personal approach to ensure the company’s direction and success.”

The Company will establish new entities and implement processes to harness its cutting-edge technology across various industries, thereby promoting a socially and environmentally responsible future. HUBB’s revised focus will encompass a diversified portfolio of high-tech solutions, environmental sustainability, social responsibility, and governance outcomes (ESG), as well as real estate ventures. This portfolio will encompass energy savings, food technology, climate control, carbon capture, and technologies supporting the circular economy. Experts in the technology and environmental sectors estimate that the potential market for technology-driven climate improvement could exceed well over \$20 billion.

HUBB has assembled a team of highly accomplished computing and business financial experts to provide guidance and direction to the Company’s executive team through continued growth and development as a technology leader. The Company has initiated bridge funding with a planned follow-up major multi-capital raise and is currently considering other funding options to advance its restructuring development.



Hubb Ventures offers its investors the opportunity to participate in the growth of a range of innovative technologies and value chain solutions with market leadership potential

About HUBB Ventures

HUBB Ventures is primarily a technology company based in Boca Raton, Florida. However, it has recently refocused itself as a diversified holding company that focuses on a portfolio of high-tech solutions, environmental sustainability, social responsibility, and governance outcomes (ESG), as well as real estate ventures. The company's current portfolio includes EATTE, Inc., a unique Restaurant Operating System SaaS-based platform solution that comes with an integrated payments overlay, and HUBB AGRO, a soon-to-be-launched combination of a proprietary SaaS-based Controlled Environment Agriculture (CEA) platform solution expected to be launched in late 2024.

The company plans to expand its portfolio to include energy savings, food technology, climate control, carbon capture, and technologies that support the circular economy. By doing so, Hubb Ventures offers its investors the opportunity to participate in the growth of a range of innovative technologies and value chain solutions with market leadership potential.

Moreover, the company's ESG division will work closely with its portfolio companies to drive their growth and success, ultimately striving for a smarter, cleaner, and more sustainable future.

This press release dated January 4, 2024, includes forward-looking statements based on management's current reasonable business expectations. In this document, the words 'anticipate', 'will', 'potential', and similar expressions identify certain forward-looking statements. These statements are made in reliance on the Private Securities Litigation Reform Act, Section 27A of the Securities Act of 1933, as amended. There are numerous risks and uncertainties that could result in actual results differing materially from expected outcomes. Potential investors are urged to review the Company's Annual Reports and Quarterly filings with the OTC.

CONTACT INFORMATION

Borys Rafalowicz, CEO

Tel: 305-528-0800

Email: br@hubv.net