

# PANACEA LIFE SCIENCES (PLSH) SIGNS MOU TO ACQUIRE THE ASSETS OF THE BROKER HOUSE FEATURING LUCKY CHIEF BRAND



Panacea  
Life Sciences



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Golden, CO. August 5, 2025 Panacea Life Sciences Holdings, Inc. (OTCPK:PLSH), (“Company” or “PLSH”), announced today that its wholly owned subsidiary Panacea Life Sciences, Inc , <https://panacealife.com/> has entered into agreement with Viride Research Fund, LLC. (“Viride”), a leading company in the global cannabis industry. Under the agreement PLSH, will acquire the assets of The Broker House (“TBH”) <https://thebrokernouse.net> distribution platform. TBH distribution will add the PANA brand to its current roster of retail brands including Ed Rosenthal Reserve, Cheech & Chong Hemp, Sherbinski’s and “Lucky Chief” <http://www.luckychief.com>, for an issuance of PLSH Preferred and Common stock. The acquisition of the synergistic assets was planned to create a vertically integrated hemp-focused consumer packaged business

Ian Dixon, Chief Executive Officer of Viride will join the PLSH Board and become its new CEO. Leslie Buttorff will resign her position as CEO and Viride Research Executive DJ Johl will join the management team as COO.

Buttorff said “We have been working diligently over the last several months on identifying a quality business to bring into PLSH that was in an important, emerging THCA Hemp sector. The Broker House and its roster of well recognized brands will now have Pana & Lucky Chief as its Flagship brands. Panacea Life will focus on CBD and Pet CBD while Lucky Chief will complement Pana with all the Psychoactive Hemp Products as sister company. With its highly scalable operational footprint, TBH will look to expand its retail and bulk wholesale distribution verticals to include pharmaceutical, nutraceutical and PPE. The broker house has curated a portfolio of diverse hemp manufacturers, farmers, retail products and a multi-state distribution network we believe is positioned to deliver long-term value for our shareholders.”

Ian Dixon added “I am thrilled to be joining the board and management team of PLSH and having the opportunity to integrate several of our strategic Hemp consumer businesses under one parent platform. My team and I are firm believers in the vertical integration of this sector and where the space is headed over the next several years starting with our distribution partners and flagship brands.”

**About Panacea Life Sciences Holdings, Inc.** - Panacea Life Sciences Holdings, Inc. is a holding company organized as a plant-based natural health ingredient and product company, specializing in the development, manufacturing, research, and distribution of products within the \$134B and rapidly growing natural health and wellness market segment for both humans and animals. The company's first subsidiary, Panacea Life Sciences, Inc. (PLS), is dedicated to the production, distribution, and research of premium-quality nutraceuticals, cannabinoids, mushrooms and other natural, plant-based ingredients and products.

**About Lucky Chief** - Lucky Chief is a lifestyle brand and is a pioneer in the research, cultivation, production and distribution of cannabis and cannabinoids. Now specializing in both THCA Hemp & THC Vape Carts, Pre-Rolls, Hash Holes and Organic California grown Flower. Lucky Chief was one of the first licensed producers of cannabis concentrates in California out of their Type 7 Lab in Oakland Ca and have their own in-house catalog of THC genetics featuring the highly sought-after Half-Baked Genetics Collection. The vertically integrated “seed-to-sale” operation has been on dispensary shelves since 2016. They pride themselves on sourcing the best California grown CBD and THCA Hemp. The Lucky Chief vape cart cannabinoid profiles are unique in the sense that they reintroduce High Terpene extracts back into the distillate to create a natural vape cart experience like no other on the market.

**FORWARD-LOOKING STATEMENTS:** This release contains "forward-looking statements". Forward-looking statements also may be included in other publicly available documents issued by PLSH and in oral statements made by our officers and representatives from time to time. These forward-looking statements are intended to provide management's current expectations or plans for our future operating and financial performance, based on assumptions currently believed to be valid. They can be identified by the use of words such as "anticipate," "intend," "plan," "goal," "seek," "believe," "project," "estimate," "expect," "strategy," "future," "likely," "may," "should," "would," "could," "will" and other words of similar meaning in connection with a discussion of future operating or financial performance.

Examples of forward-looking statements include, among others, statements relating to future sales, earnings, cash flows, results of operations, uses of cash and other measures of financial performance.

Because forward-looking statements relate to the future, they are subject to inherent risks, uncertainties and other factors that may cause PLSH's actual results and financial condition to differ materially from those expressed or implied in the forward-looking statements. Such risks, uncertainties and other factors include, among others such as, but not limited to economic conditions, changes in the laws or regulations, demand for PLSH's products and services, the effects of competition and other factors that could cause actual results to differ materially from

those projected or represented in the forward-looking statements. Any forward-looking information provided in this release should be considered with these factors in mind. We caution investors not to rely unduly on any forward-looking statements and urge you to carefully consider the risks described in our OTC Markets Alternative Financial Reports, and our filings with the Securities and Exchange Commission from time to time, including our most recent Annual Report on Form 10-K and subsequent Quarterly Reports on Forms 10-Qs, which are available on the Securities and Exchange Commission's website at sec.gov. We assume no obligation to update any forward-looking statements contained in this press release.

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