



## FOR IMMEDIATE RELEASE

### **Panacea Life Sciences Holdings (OTCID: PLSH) and Benivita Inc. Launch Benivita PLSH — a New Era in Direct-to-Consumer Virtual Benefits**

**November 13, 2025** — Panacea Life Sciences Holdings, Inc. (“PLSH”) today announced the launch of Benivita PLSH, a groundbreaking venture with Benivita Inc., designed to revolutionize access to non-insurance benefits, virtual telemedicine services, and lifestyle wellness programs across the United States.

“Every 20 years, a new technology reshapes how people live and work,” said Jon Guzman, CEO of Benivita Inc. “Our platform is driving that shift, bringing telemedicine and consumer benefits directly to Americans.”

#### **A First-of-Its-Kind Platform**

Benivita PLSH will combine three powerhouse elements: PLSH’s operational and financial infrastructure, Benivita’s global expertise in direct and multi-level marketing, and New Benefits, Inc.’s decades-long leadership in benefit aggregation. The result is a platform offering individuals and families direct access to the same benefit networks typically reserved for corporate employees — at an affordable, fixed monthly rate with no deductibles, copays, or insurance requirements.

**New Benefits Inc. of Addison, Texas** — the nation’s largest aggregator of non-insurance benefit programs, serving more than 25 million members through Fortune 500 companies and major organizations — provides the exclusive license that anchors the partnership. Its high-profile clients include:

- UnitedHealthcare
- TransAmerica
- Marsh McLennan, the largest insurance broker in the world, with \$24B in annual revenue
- Brown & Brown, the 6th largest insurance broker in the world
- eBay
- Red Lobster
- Burger King
- The Container Store
- The Women’s LGPA
- The largest oil union in the country
- Tyson Foods
- Sally’s Beauty Supplies
- Samaritan Ministries
- Touchstone Energy

“Benivita PLSH isn’t here to play small, we are flipping the script,” said Jessica Marie Guzman, Co-CEO of Benivita PLSH. “We’re tearing down the walls that kept benefits out of reach and putting them directly into the hands of everyday families — all at one simple price.”

Members gain 24/7 access to virtual urgent care, as well as primary care and mental wellness visits available daily from 8 a.m. to 8 p.m. in their time zone. They also enjoy discounted prescriptions, dental and vision savings, and a

nationwide network of providers. Plans start at \$59.95 per month for individuals, \$69.95 for couples or parent/child, and \$89.95 for families of up to five.

### **Expanded Benefits Beyond Traditional Care**

Additional perks include discounted lab work, imaging, blood tests, diabetic supplies, travel savings, cashback, fitness and recreation discounts, and pet prescriptions — all at preferred rates. These benefits help families save on everyday wellness and lifestyle expenses, without traditional insurance or hidden fees.

### **Market Opportunity**

The U.S. telemedicine market was valued at \$81 billion in 2024 and is projected to reach \$395.6 billion by 2034, reflecting a Compound Annual Growth Rate (CAGR) of approximately 17.3%, according to Global Market Insights. Benivita PLSH aims to capture significant market share in this fast-growing segment by delivering a scalable, membership-based platform that's affordable, transparent, and easy to use.

### **Powered by Advanced Technology**

The venture integrates By Design Technologies (Tampa, FL) — a SaaS platform for customer genealogy, commissions, and e-commerce tracking — and Shapetech Solutions (New York), which provides API middleware connecting vendors, service providers, and transactions in real time.

### **Clear Path to Profitability**

Financial projections show **EBITDA of \$1.2 million in 2026, \$5.2 million in 2027, and \$8.3 million in 2028**, with a goal of enrolling **100,000 members** within 36 to 60 months. Benivita PLSH is initially focused on reaching historically underserved markets, including the rapidly expanding U.S. Latino population — now more than **65 million** strong and representing nearly 20% of the nation's population. If treated as its own economy, the U.S. Latino market would rank as the **fifth largest** in the world, with a GDP exceeding **\$4.1 trillion**, according to the 2024 Latino Donor Collaborative U.S. Latino GDP Report. "Our goal is simple — transparency, compliance, and scale," said **Donna Marie Serritella, Chief Compliance Officer of Benivita PLSH**. "This partnership unites three proven leaders in their fields to deliver something the market hasn't seen before: real affordable benefits access at a national level."

PLSH will own 100% of the newly formed Colorado LLC, Benivita PLSH, providing initial operating capital and issuing 16 million restricted common shares to Benivita Inc., with performance-based incentives totaling up to 125 million common shares tied to EBITDA performance on a one-to-one basis. Benivita Inc. will also hold two seats on the PLSH Board of Directors. Leslie Buttorff, CEO of PLSH stated "This agreement positions PLSH at the forefront of one of the fastest-growing sectors in the U.S. economy. By combining scalable technology with real-world benefits, we're unlocking tremendous long-term value for our shareholders and our members alike. We hope to combine our CBD product mix with these medical benefits."

### **About Benivita Inc.**

Benivita Inc. is a privately held Arizona corporation with experience in the global distribution of health and wellness products. Its principals have decades of collective expertise in the direct marketing and multi-level marketing (MLM) industries, supporting companies with worldwide reach. Benivita Inc. is owned by Contractors Wholesale Warehouse (CWW), a California corporation that serves as an investment holding company. CWW operates across multiple sectors, including manufacturing and distribution of health and wellness products, telemedicine for the corporate sector, real estate investment and development, and private equity ventures. Benivita PLSH extends this mission by delivering simple, affordable, human-first care for families nationwide.

### **About Panacea Life Sciences Holdings, Inc. (PLSH)**

Panacea Life Sciences Holdings, Inc. is a holding company organized as a plant-based natural health ingredient and product company, specializing in the development, 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), ([www.panacealife.com](http://www.panacealife.com)) is dedicated to the distribution of premium-quality nutraceuticals, cannabinoids and other natural, plant-based ingredients and products.

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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](http://sec.gov). We assume no obligation to update any forward-looking statements contained in this press release.