



Winning Brands Shareholder Update: Next Steps for GestureTek, 1000+ and Niagara Mist Perfume

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Winning Brands Corporation (OTCID:WNBD): When WNBD announced on November 3rd, 2025 that WNBD reacquired its OTCID Current Information designation at OTC Markets, ending a period of “Limited Information” status at OTC Markets, WNBD management also indicated that operational updates to shareholders would become more frequent than previously at WNBD. Accordingly, the following progress update will help WNBD shareholders see the direction being taken in several initiatives, in real time. Follow-up progress updates will be made on an ongoing basis.

GESTURETEK UPDATE

Gesture-controlled Interactive Immersive Experience Retail Launch Partnerships

The most significant recent development is that WNBD GestureTek has been informed on October 29, 2025 by a regional Vice-President of an international consumer products company, with brands and operations globally, that their organization will participate as GestureTek’s first consumer product brand test ally in GestureTek’s upcoming Pilot Project for GestureTek technology in retail establishments. This confirmation is conditional upon GestureTek being hosted by a substantial retailer that also confirms their willingness to have GestureTek equipment on premises for this purpose.

With the first major consumer brand participant now identified, GestureTek has been able to approach and seek approval from a particular regional retailer in North America, operating over 1,000 locations, to commence the Pilot Project.

The scale of the Pilot Project has not been determined, nor are hosting arrangements yet agreed. There is no assurance that these negotiations will be successful. However, GestureTek has never been closer to achieving this transformational growth objective.

GestureTek technology used in a retail setting (that sells competing consumer brands on store shelves) digitally projects infinitely variable interactive imagery on the store floor to engage shoppers for participating consumer product brands.

Such GestureTek touchless interactivity increases consumer awareness and engagement with participating brands whose products are available to the shopper on the spot for spontaneous buying.

In this business model, the consumer product brand pays an advertising fee that is shared by GestureTek and the host retailer. The motivation of brand participants is that their product sales increase. In-store engagement with consumers, where impressions are fresh and decisions can be made on impulse, is coveted by consumer product brands. This environment presents the ideal opportunity for consumer brands to deliver the all important impulse to act by reaching for the product on the shelf.



Photo Caption

*GestureTek water feature is projected onto concrete floor and responds with **infinite individual variability** to human gestures, such as walking or hand movements. **Diverse branding opportunities arise in retailer settings on floors and walls.***

The global consumer products company described above, and the large regional retailer referred to above, both have the necessary vast scale of operations to make eventual expansion of GestureTek from an initial Pilot Project to a fully operating advertising network economically viable, profitable and transformative to Winning Brands GestureTek.

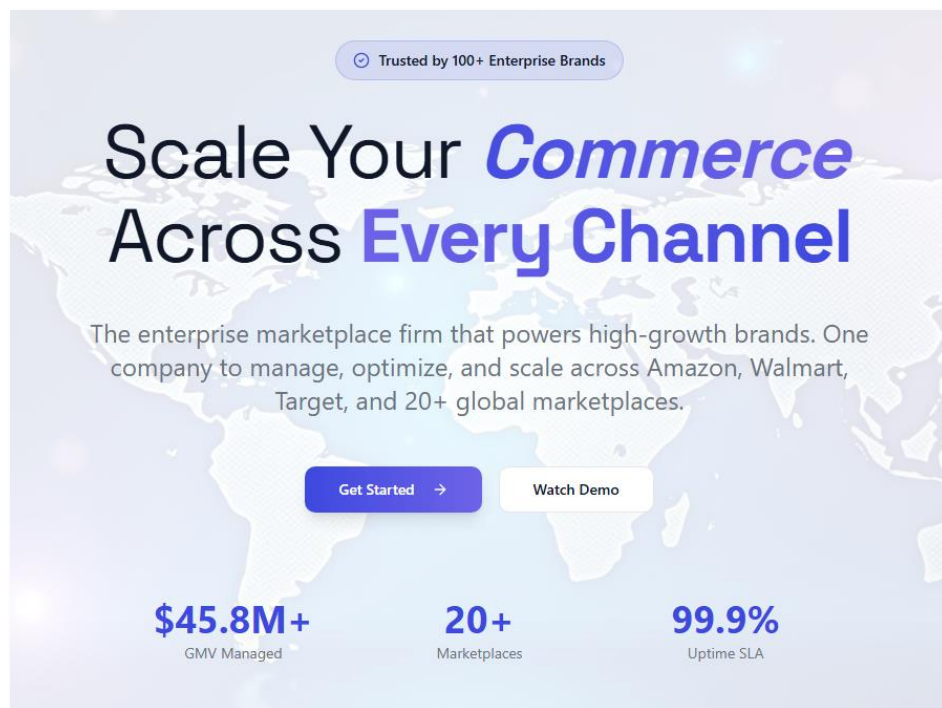
1000+ STAIN REMOVER UPDATE Getting Serious About Amazon

Winning Brands management had been discussing in 2024 a self-directed Amazon launch, originally targeted for Q1 2025.

The two reasons that this was delayed were A) the decision to await final successful settlement of financing litigation and B) a recharacterization of the consumer offering. It was decided in the end to not create a self-measuring concentrate dosing bottle for reasons of perceived complexity by consumers in informal testing.

With the litigation being settled on September 12, 2025, the adjustment to the consumer offering is now being finalized.

The most significant recent development is that a new Amazon partner to assist in this process has been identified, with whom the profitability of the launch is enhanced, and with whom the flexibility to engage in ambitious Amazon internal marketing experiments is greater than before. www.Supplyflow.ca



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Winning Brands management is sharpening its focus on Amazon online/home delivery distribution as a key expansion model for its ambition that 1000+ Stain Remover growth be stimulated.

Consumer shopping statistics for Amazon have gone from impressive to staggering. Estimates suggest Amazon handled around **12 million orders per day globally** in 2023-24 according to one data-provider. Most widely-circulated figures for “orders per day” or “items per day” come from third-party analysts or industry reports, not only from Amazon itself.

Consumer product searches in Amazon are continuous and substantial in number for our product category. We are at the stage presently of the internal Amazon compliance team reviewing our product characteristics, labelling, etc. for the new offering premise.

Winning Brands has completed its negotiations with our Amazon marketing partner for pricing and profit sharing. There has been extensive cooperation to explore growth strategies, with mutual enthusiasm.



Photo Caption

1000+ Stain Remover and Spray Cleaner concentrate from Winning Brands (OTCID:WNBD) in full size (30oz / 909 mL) and Go Anywhere Size (4oz / 125mL).

Renewed ambitions for the brand in 2026 by starting new online retailing partnership through Amazon with new Amazon internal marketing channel strategies.

NIAGARA MIST PERFUME

Official Fragrance of the City of Niagara Falls

The most significant recent development in the restoration of momentum for this consumer product has been the commencement of joint venture negotiations with a new local manufacturing partner for shared ownership of the manufacturing process, that will involve cash investment by them in manufacturing deliverables. This is a departure from the arm's length sub-contract production being considered until recently.

These new prospective joint venture partners have many years of experience in sales at the wholesale and retail level, internationally. While a joint venture relationship has been discussed in earlier reporting, and is not conceptually new – the proposed partners themselves are new. They are more local to the market, and willing to invest in the processes, including ambitious marketing, merchandising displays, adequate carried inventory, and other stimulants that drive vitality of the brand.

Everything about the product is now being examined with a fresh approach in mind that is more ambitious than before. This brand will have more vitality in 2026 than ever in prior years. Of interest to Winning Brands shareholders is the fact that these new ambitions are being fuelled by new project management talent, injecting new life into Winning Brands decision making, new contacts and new resources.



Winning Brands CEO, Eric Lehner, comments – *“The existential threat to WNBD is behind us. It is now just about rebuilding and new boldness. We are bringing in fresh talent, new faces, additional diverse energy and an updated vision. The Winning Brands of 2026 and beyond is not merely a repeat of the past several years. More updates to come.”*

ABOUT WINNING BRANDS

Winning Brands Corporation (Delaware) is a holding company quoted at OTC Markets with the trading symbol WNBD. WNBD provides adequate information under SEC Regulation 15(c)2-11 to qualify as OTCID with OTC Markets. Winning Brands Corporation (Delaware) has subsidiary interests in the chemical sector (specialty cleaning products sold by retailers) and specialized high-tech GestureTek systems (gesture controlled interactive immersive experiences used by institutions). The lead consumer product website for 1000+ Stain Remover is www.1000PlusStainRemover.com. GestureTek applications can be seen at www.GestureTek.com and www.GestureTekHealth.com,

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