

To Our Shareholders:

I'm thrilled to have direct access to our devoted shareholders and to be able to keep you informed about the company's development. Apple Rush Co., Inc. is a holding company that engages in the business of developing, marketing, distributing, and selling products that promote a healthy lifestyle with a primary focus on food, beverage, anhydrous Hemp oil marketplace, Kratom, kava, and other active ingredients.

2022 has been a solid R&D year for Apple Rush Co., Inc. We created several of the most innovative products within the Kratom category and plan to expand that technology to additional botanical products including Hemp and Kava in the first half of 2023. In the most recent months, we have acquired Elev8 Hemp, LLC as our new brand of hemp and CBD coffee. The purchase of Elev8 Hemp, LLC is inclusive of all preprinted packaging and intellectual property for coffees allowing for immediate relaunch through the Amazon website, as well as brick and mortar. We were hoping to relaunch prior to Christmas, but some small production, supply chain, and labeling challenges have slowed the launch by about a month. I believe Elev8 Hemp has a strong brand that we can further develop. With our ability to handle much of the work in house, I believe we can really expand this coffee brand into many flavors, many CBD dosages, non-hemp and CBD coffees, and even expand into kratom coffee.

Prior to this acquisition, we had announced a letter of intent to purchase Lena Beverage. We are excited to announce that we have ironed out the details for this transaction and have set a closing date of January 16th to handle all of the current ownership tax implications, corporate structure changes, and potential regulatory requirements. Lena Beverage is a craft brewing operation with licensing for beer, alcohol, and hemp production. These capabilities allow us to be very creative in our future endeavors. Ross Vehmeier will continue to operate Lena and will lead our expansion to additional markets. His hospitality background in running brewing operations, restaurants, hotels, and catering operations is invaluable to our team. Ross' talents will allow us to do some of the products that we have talked about and committed to in the past, such as Hard Rush. The transaction will be paid for in cash, non-convertible debt, and preferred shares of APRU. This acquisition provides us with the cycle closing capability of our seed to sale initiative. We will also be able to begin producing Apple Rush in our own facilities and not be captive to large volumes per batch.

Our initiatives in extraction and purification are coming together nicely. We have our own in-house laboratory that has been developing our own technology and should provide the necessary leverage in the future creation of innovative products. Additionally, we are in the negotiation stages to acquire ownership in a cutting edge large scale botanical extraction business. We have produced some of the most innovative botanical products in the industry with our new Element K, Kratomwave powder and Kratomic Bomb 2 ounce shots. We will be adapting this technology to some new and exciting Hemp derived products in the near future as well. Look for gummies, powders, shots, beverages, teas, hot chocolates, pre-rolls, and raw flower products in 2023. With our new technology, we feel that our margins in manufacturing will give us an advantage that no one else has currently, enabling us to transition from primarily white label and private label to our own product lines. I have begun investigating the possibility of opening our own retail establishments by utilizing our own brands and manufacturing capabilities through a licensing or franchising model. This will allow us to expand utilizing capital provided by franchise or license development. In conjunction with this retail strategy, I have been working with a software development company to develop our own delivery system platform to capitalize on the revenue being driven by people's incessant desire for instant gratification without any loss of time.

We continue to build on our Hemp growing operation and as biomass continues to decrease, prices should ultimately stabilize and make it beneficial to scale growing operations. We have a total of just over 300 pounds of high-quality organic hemp flower that we are putting into retail packaging to begin distributing to retail stores. We also have nearly 700 liters of hemp crude oil that we are going to use to purify and convert into other cannabinoids for our CPG lines. Pursuit Hemp Farms and Wildly Organic Ancient Horticulture give us a stable of four brands of our own products that we can use to promote and sell off each other. The niches we can create will give us a stronger Hemp business in the future. ACS is still working on closing a couple really large transactions in the industrial market with its plant based lubricants and copper coated wire technology.

To better fit the Company as a whole, Apple Rush is looking to do a name and symbol change to align with all its current and future business. Our proposed name change to Botanical United Life Sciences, Inc. will put us into a new business classification, such as Biotech. We are in the process of working with our attorney to get all

documents filed to make this possible. The new name will create a more ubiquitous umbrella that will better align with the multiple acquisitions and brands that we continue to add to our fast-growing company.

I'm going to continue to keep in close contact with our stockholders. Future news announcements will provide specifics on the progress we have made and are making, and they will be followed up by, at the very least, monthly CEO videos or letters. Thank you for all who continue to support d Apple Rush Co., Inc.

To follow the Company's latest developments visit us on www.aprubrands.com and on https://twitter.com/RealAPRU_NEWS.

Sincerely Yours,

/s/Tony Torgerud

Chief Executive Officer | Apple Rush Co., Inc.