PREMIUM BRANDS HOLDINGS CORPORATION ANNOUNCES APPROVAL OF NORMAL COURSE ISSUER BID

VANCOUVER, B.C. – October 14, 2026 - Premium Brands Holdings Corporation (TSX:PBH) (the "**Company**") announced today that the Toronto Stock Exchange (the "**TSX**") has accepted its notice of intention to make a normal course issuer bid ("**NCIB**") to purchase for cancellation up to 1,000,000 common shares, representing 1.917% of the Company's issued and outstanding common shares.

Pursuant to the NCIB documentation filed with the TSX, the Company may purchase up to 1,000,000 common shares, representing 1.917% of the Company's 52,157,739 issued and outstanding common shares as of October 5, 2026. The purchases may commence on October 16, 2026 and will terminate no later than October 15, 2027. Except for block purchases permitted under the rules and policies of the TSX, the number of shares to be purchased per day will not exceed 49,910 which represents 25% of the average daily trading volume for the six full calendar months ending September 30, 2026, which is 199,641 shares. The Company will make the purchases on the open market through the facilities of the TSX, other designated exchanges and/or alternative Canadian trading systems, and the prices that the Company will pay for any common shares will be the market price of such shares at the time of acquisition. All shares purchased by the Company will be cancelled.

The Company has entered into an automatic securities purchase plan ("**ASPP**") with its broker in accordance with applicable Canadian securities laws and the rules of the TSX. The ASPP will allow for the repurchase of common shares at times when the Company's internal trading blackout periods, insider trading or other rules prohibit such repurchases.

The Company is making the NCIB because it believes that, from time to time, the prevailing market price of the Company's common shares may not adequately reflect the underlying value of the Company, and that purchasing common shares for cancellation will increase the proportionate interest of, and be advantageous to, all remaining shareholders.

The Company has not made any NCIB purchases during the 12-month period preceding the date of the notice of intention filed with the TSX.

About Premium Brands

Premium Brands owns a broad range of leading specialty food manufacturing and differentiated food distribution businesses with operations across Canada, the United States and Italy.

For further information, please contact George Paleologou, President and CEO, or Will Kalutycz, CFO, at (604) 656-3100.

www.premiumbrandsholdings.com

Forward Looking Statements

This press release contains forward looking statements with respect to the Company, including, without limitation, the anticipated benefits of the NCIB and the number of common shares that may be purchased under the NCIB. While management believes that the expectations reflected in such forward looking statements are reasonable and represent the Company's internal expectations and beliefs as of September 30, 2026, there can be no assurances that such expectations will prove to be correct as such forward looking statements involve unknown risks and uncertainties beyond the Company's control which may cause the actual results, performance and achievements of the Company to be materially different from any future results, performance or achievements expressed or implied by such forward looking statements. Such risks and uncertainties include, without limitation, market reaction to the NCIB and those assumptions outlined in the Company's Management's Discussion and Analysis for the 13 and 26 weeks ended June 27, 2026 under *Risks and Uncertainties,* which is filed electronically through SEDAR and available online at www.sedarplus.ca.

Unless otherwise indicated, the forward looking statements in this press release are made as of the date hereof and, except as required by applicable law, will not be publicly updated or revised. This cautionary statement expressly qualifies the forward looking information in this press release.