



PRESS RELEASE
FOR IMMEDIATE RELEASE

KDA GROUP ANNOUNCES THE APPOINTMENT OF JEAN-PIERRE ROBERT AS CHIEF OPERATING OFFICER

Thetford Mines, Quebec – October 21, 2020 – KDA Group Inc. (TSXV: KDA) (“**KDA**” or the “**Corporation**”) is pleased to announce the appointment of Mr. Jean-Pierre Robert as Chief Operating Officer of KDA, this appointment being effective immediately.

Jean-Pierre Robert – Mr. Robert is very much involved in the post-COVID-19 preparations for the pharmaceutical and medical equipment sectors.

Mr. Robert has held several positions including Executive Vice President of Tyco Healthcare/Mallinckrodt Canada (now Medtronic) from 1996 to 2003 and President and Chief Operating Officer of Draxis Specialty Pharmaceuticals Inc. from 2005 to 2010. From 2010 to 2016, he served as President, CEO and Chairman of the Board at Cadens Medical Imaging (now Imagia Cybernetics). Since 2016, Mr. Robert has held the position of President of Campus des Technologies Médicales (CTS), an accelerator that provides start-up companies with a structured environment to help them achieve market momentum and international exposure.

Having completed part of his MBA at Montreal HEC and his Bachelor’s degree in Chemistry at the Montreal University, Jean-Pierre has distinguished himself as a generator of innovative ideas and concepts and as a negotiator during corporate acquisitions and mergers.

In addition, he is actively involved in several business networks as an advisor to facilitate negotiation of commercial and strategic agreements at an international level and sits on several boards of directors.

The Corporation's current Chief Operating Officer, Mrs. Isabelle Bégin, will pursue her role as Executive Vice-President of KDA, as well as General Manager of AlliancePharma, Elitis Pharma and Logistik Pharma, in order to prioritize the development and growth of the professional services offered by these divisions. Mrs. Bégin remains a director of the Corporation.

“We are very proud to welcome Jean-Pierre to our management team. His expertise and visionary qualities will bring a new dynamic to the Corporation. Welcome to the KDA family,” said Sylvain Duvernay, Chief Executive Officer of KDA.

ABOUT KDA GROUP

KDA Group is a leading innovation and specialized solution provider in the pharmaceutical market. Today, it is a respected name for quality and expertise among the different stakeholders in the pharmaceutical and medical sector. Its management team is guided by a vision of continuing to lead the way in Quebec while extending operations across Canada and internationally. Additional information on the Corporation is available at www.kdagroup.ca and on SEDAR at www.sedar.com.

- 30 -

CAUTION REGARDING FORWARD-LOOKING STATEMENTS

This press release from KDA Group contains forward-looking statements. Forward-looking statements are typically identified by the words assumption, goal, guidance, objective, outlook, strategy, target, and other

similar expressions, or future or conditional verbs such as aim, anticipate, believe, predict, could, expect, intend, may, plan, seek, should, strive, and will. By their nature, forward-looking statements require us to make estimates and assumptions and express opinions based on current conditions and anticipated developments, as well as other factors that Management may deem appropriate under the circumstances. There is inherent uncertainty and significant risk in these estimates, assumptions, and opinions, particularly of a commercial, economic, and competitive nature, and they are therefore subject to change. KDA Group cannot guarantee that these estimates, assumptions, and opinions will prove to be accurate.

Neither the TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this press release.

INFORMATION

Sylvain Duvernay
Chief Executive Officer
514 622-7370
info@groupekda.ca