



## **KDA GROUP MODIFIES ITS STRATEGIC ADVISORY BOARD**

**Thetford Mines, Quebec – December 9, 2020** – KDA Group Inc. (TSXV: KDA) (“**KDA**” or the “**Corporation**”) is pleased to announce the new composition of its Strategic Advisory Board (the “**Strategic Board**”) with the addition of Messrs. Denis Gadbois, Yves Salembier and Dr. Shane Morris.

The inaugural members of the Strategic Board, Messrs. Sylvain Duvernay and Jean-Pierre Robert, previously announced in the press release of May 7, 2020, having become respectively Chief Executive Officer as of October 15, 2020 and Chief Operating Officer as of October 21, 2020, will no longer be members of the Strategic Board. Consequently, only Mr. Anthony Rail remains a member of the Strategic Board.

“As KDA directs its growth strategies through technology projects for all healthcare professionals, I am proud to welcome members with such great expertise to help the Corporation accelerate the development and marketing of technology projects in Canada, the United States and Europe,” said Sylvain Duvernay, Chief Executive Officer of KDA.

The Strategic Board is comprised of respected business leaders who provide guidance and assistance to KDA’s management team in their efforts and decision-making to build, strengthen and grow its business model.

Following the appointments of Messrs. Duvernay and Robert, and the addition of three (3) new members, the Strategic Board will now be composed of the following four (4) members:

**Denis Gadbois** – Mr. Gadbois is the co-founder of Mediagrif Interactive Technologies Inc. (“**MDF**”), a pioneer in B2B electronic trading platforms, a publicly traded company listed on the Toronto Stock Exchange in Canada, where he acted as Chairman of the Board and Chief Executive Officer from the day the company was created, in February 1996 until December 2008.

MDF developed and managed multiple Internet based exchanges, regrouping worldwide buyers and sellers in industries like electronic components, wines and spirits and medical equipment. It also exclusively operated the Government of Canada online procurement system, owned many governments and agencies procurement systems in the United States and partnered with the government of Dubai to develop a jewelry and diamond exchange.

During his tenure at MDF, Mr. Gadbois negotiated over USD100 million in financing activities, including an IPO. He also successfully managed over 15 acquisitions, negotiated exclusive agreements with different governments and government agencies, partnered with many private corporations and serviced over 60,000 businesses around the world.

Since 2008, Denis Gadbois manages Le Petit Béliér Inc., a Canadian based private investment firm focusing on new technologies and life sciences.

Denis Gadbois holds two bachelor’s degrees both in Commerce from HEC Montréal and in Education from the Université du Québec de Montréal.

**Dr. Shane Morris** – Dr. Morris has held C-suite and senior executive leadership roles in government and industry. Dr. Morris has over 20 years of experience in scientific and regulatory affairs. He has been a senior executive in the cannabis industry since 2015. Committed to rigorous, science-based consumer focused innovation, he has led the development and market introduction of many new cannabis products

in the Canadian and European markets. As Chief Product Officer for Aurora Cannabis, Shane's expertise in quality assurance, cannabis operations, regulatory affairs and food safety ensured success in launching many legal medical cannabis products.

During his time at Aurora, Dr. Morris also led a world class regulatory affairs team managing the largest number of cannabis site licences in Canada, in addition to many international initiatives and exports of medical cannabis to new markets. Prior to joining Aurora, Shane was Vice-President of Quality Assurance and Scientific Affairs at HEXO, a Quebec-based licensed producer. While there, he was also designated as the senior person in charge under Access to Cannabis for Medical Purposes Regulations.

Prior to his activities in the cannabis industry, Shane had fifteen years of experience at science-policy interfaces, working on high-profile risk issues within the Canadian federal government. He has held senior positions and executive appointments at the Canadian Food Inspection Agency, Public Health Agency of Canada, Natural Resources Canada and Treasury Board Canada Secretariat, where he advised the Canadian cabinet on regulatory issues and new government initiatives.

Shane holds a Ph.D. in plant science and policy from the National University of Ireland ("NUI"), Galway and a B.Sc. in biology and mathematics from NUI, Maynooth. He was also a Teagasc Walsh Fellow. He publishes and lectures widely on regulation, risk and policy and has advised Irish members of Parliament and EU Members of Parliament on agri-biotechnology and cannabis issues.

**Yves Salembier** – Mr. Salembier has extensive experience in strategic management, project management and team management focused on technology and innovation.

He excels in coaching, mentoring and motivation towards results and best practices.

Throughout his career, Mr. Salembier has held several executive positions in technology, engineering and strategy.

From an educational perspective, he holds a Master of Science (M.Sc.) in Information Systems (HEC Montreal) and a Bachelor of Science with Honours (H.BBA) in Management Science (Bishop's University).

Previously as Chief Technology Officer (CTO) of Coginov, a private company and an international player in the field of semantics and artificial intelligence (AI), he supervised application development teams and research and development (R&D) on projects ranging from a few people to 100 people.

Over the years, he delivered strategic mandates, business diagnostics, due diligence and risk analysis.

With a wealth of international experience, he has worked in Canada, the United States, Europe and even Africa.

**Anthony Rail** – Mr. Rail joined KDA's Strategy Board on July 13, 2020. Mr. Rail is co-founder and currently Director of Technology at SimplyPhi Solutions, a Quebec-based company involved in the research of new technologies using artificial intelligence, particularly in the medical field, automation and business process optimization.

Mr. Rail has extensive experience in advanced technologies such as the Blockchain (data immutability), computer security, business technologies and artificial intelligence. In addition, Mr. Rail acts as a technology consultant for multiple companies to improve the effectiveness of marketing, operations and products.

As Director of Technology, Mr. Rail leads the preparation of a data center according to the highest industry standards, aiming to achieve several standards including HIPAA (United States) and PIPEDA (Canada). Located in Quebec, this high-performance data center has a major computing power allowing the training of models and their inferences.

Mr. Rail is also involved in several business sectors, allowing him to have an excellent knowledge of the implication of technologies at the B2B, B2B2C and B2C levels.

The Corporation's management may modify and add other members to its Strategic Board at any time and place according to its needs and the specific expertise required and sought out from each new member.

## **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](http://www.kdagroup.ca) and on SEDAR at [www.sedar.com](http://www.sedar.com).

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### **CAUTION REGARDING FORWARD-LOOKING STATEMENTS**

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### **INFORMATION**

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