

KDA GROUP ENLISTS THE SERVICES OF CAVENDISH FOR THE ASIAN MARKET

Thetford Mines, Quebec – March 15, 2023 – KDA Group Inc. (TSXV: KDA) (“**KDA**” or the “**Corporation**”) is pleased to announce that it has engaged Cavendish Investment Corp. (“**Cavendish**”) to market the technology products of its wholly-owned subsidiary, Groupe Technologique KDA Inc., throughout the Asian market, including Hong Kong.

KDA develops digital and artificial intelligence solutions, specialized medical education and training, consulting and professional resource replacement in the healthcare environment. From the very beginning, KDA has put patient wellness at the heart of its business strategy and its technological innovations help reduce human error and improve treatment efficiency.

Some of the best-known technology products commercialized by KDA include the KRx electronic prescriber, a platform connected to the patient record that secures medication prescriptions and links the physician directly to the pharmacy, as well as the Adherize+, a smart adherence technology that prevents patient medication abandonment, which is often linked to a variety of factors.

“Over the past few years, KDA has relied on innovation and the development of powerful and robust technologies to strengthen its position as an international leader in healthcare technology. This is what gives us a head start in a changing and highly competitive market. KDA’s goal is to be a global reference in its industry and to drive the digital transformation of healthcare on an international scale in a humane, safe and secure manner. Cavendish’s presence is a testament and reflection of our international ambitions,” said Marc Lemieux, founder and Chief Executive Officer of KDA.

Cavendish offers a range of services including advisory activities that will greatly assist and support KDA in its endeavors in the Asian market.

“KDA’s technology platforms provide value added benefits to patients and the medical profession. As such, we have seen strong interest from our Asian investors and strategic partners in KDA’s Adherize+ and KRx solutions for the Hong Kong market,” said Jean-Sébastien Jacquetin, Managing Partner of Cavendish.

“Healthcare remains a pivotal focus for our activities, where we see continuous interest from Asian investors,” highlighted Raymond Lo, Chairman of Cavendish.

ABOUT KDA GROUP

KDA Group is a leader in technological innovations and specialized solutions in the pharmaceutical market. KDA is a corporation that offers quality products and has a respected expertise among the various stakeholders in the pharmaceutical and medical sectors. Its management team is guided by the vision to pursue leading the way in Canada and internationally. Additional information about the Corporation is available at www.kdagroup.ca and on SEDAR at www.sedar.com.

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

Marc Lemieux, Chief Executive Officer

514 622-7370

info@groupekda.ca