

**KDA GROUP ANNOUNCES THE APPOINTMENTS OF
YVES MARMET AS GENERAL MANAGER AND CHIEF TECHNOLOGY OFFICER
AND MARIE-HÉLÈNE PINARD AS CHIEF OPERATING OFFICER
OF ITS SUBSIDIARY GROUPE TECHNOLOGIQUE KDA,
AND A DEBT SETTLEMENT**

Thetford Mines, Quebec – February 22, 2024 – KDA Group Inc. (TSXV: KDA) (“**KDA**” or the “**Corporation**”) is pleased to announce the appointments of Mr. Yves Marmet as General Manager and Chief Technology Officer and Ms. Marie-Hélène as Chief Operating Officer of its subsidiary Groupe Technologique KDA Inc. effective immediately.

“We are very proud to welcome Yves and Marie-Hélène to our subsidiary’s management team. Their expertise and experience will bring a new dynamic to the organization. We are at an important juncture for the growth and implementation of the Corporation’s strategic commercialization plan. KDA is a fast-growing company offering a range of technology platforms and services to pharmaceutical and healthcare companies. The Corporation will become a key player in healthcare and pharmaceutical technologies and services in Quebec, Canada and internationally. Welcome Yves and Marrie-Hélène to the KDA family,” said Marc Lemieux, Chief Executive Officer of KDA.

Yves Marmet – Mr. Marmet holds a Bachelor of Applied Science in Electrical Engineering from the Université de Sherbrooke. Always looking to the future, he believes that the future of healthcare lies in the convergence of megadata and artificial intelligence.

A pioneer in new technologies, Yves transformed the Quebec healthcare environment as early as 1980 with Hypocrat software for pharmacists, physicians, hospitals and dental clinics. Following unprecedented success and a series of acquisitions and mergers, he founded ZoomMed in 2005. The company has since developed and operated a unique offering of tools and digital platforms for the exchange of clinical interventions.

Yves brings a highly specialized expertise to KDA’s management team, where he will guide the deployment and marketing of all technological projects.

Marie-Hélène Pinard – Ms. Pinard has held management positions in private and public companies in the medical sector, including Hôpital Ste-Justine, Hôtel-Dieu de Québec and Services techniques informatiques STI. This career path has given her in-depth expertise in software development for the pharmaceutical, medical, radiology and laboratory analysis markets.

Marie-Hélène co-led ZoomMed as VP Operations and CFO. For over 15 years, she acquired extensive experience in cloud solutions for various healthcare sectors.

Recognized for her rigorous management and delivery of world-class projects, Ms. Pinard is leading the development of the Adherize prescription tool, as well as the optimization of the KRx Prescriber and Dental Prescriber platforms. Her calling card: the delivery of reliable, highly efficient technological products.

DEBT SETTLEMENT

The Corporation is pleased to announce that, subject to regulatory approval, it has reached an agreement to settle indebtedness to a creditor totalling \$1,236,398 in exchange for the issuance of 4,000,000 Class A Shares of KDA (“**Common shares**”) at a price of \$0.309 per Common share (the “**Debt Settlement**”).

The Debt Settlement remains subject to the approval of the TSX Venture Exchange. All securities to be issued under the Debt Settlement will be subject to a hold period of four months and one day from the date of issuance in accordance with applicable securities regulations.

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.com and on SEDAR+ at www.sedarplus.ca.

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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

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