

**PRESS RELEASE**  
FOR IMMEDIATE RELEASE

## **KDA GROUP LAUNCHES MEDHERIZE FOR SPECIALIZED METASTATIC BREAST CANCER TREATMENT MANAGEMENT**

**Thetford Mines, Quebec – August 1, 2024** – KDA Group Inc. (TSXV: KDA) (“KDA” or the “Corporation”), announces the launch of Medherize, an innovative initiative to improve the management of specialized treatments for metastatic breast cancer. Developed in collaboration with doctors, pharmacists and patients, this platform aims to enhance the quality of care and support for healthcare professionals and patients.

### **Support for Healthcare Professionals**

Medherize helps healthcare professionals better manage treatments for patients with breast cancer. The platform offers tools to track treatment adherence, manage side effects and optimize care plans, facilitating an integrated and personalized approach.

### **Impact on Patients**

Medherize provides patients with clear information about their treatments, reminders for appointments and medications, and access to support resources, helping them feel more autonomous and supported in their fight against cancer.

### **Current Challenges in Breast Cancer Treatment and Patient Journey**

Current challenges include limited resources and support for patients, high risk of treatment dropouts, delays in obtaining results, medication adherence issues, complex follow-up schedules and a high potential for errors. Medherize addresses these issues by offering an integrated and efficient solution to improve the patient journey and quality of care.

### **Statistics on Metastatic Breast Cancer**

In 2024, approximately 30,500 new cases of breast cancer will be diagnosed among women in Canada, with 15% progressing to metastatic form.<sup>1</sup>

In the United States, about 155,000 women are living with metastatic breast cancer, with 168,000 new cases diagnosed each year.<sup>2</sup>

These figures highlight the importance of prevention, early detection and research to improve treatment and the quality of life for patients.

### **Economy and Efficiency**

The adoption of Medherize not only aims to improve care but also to bring economic benefits to the Canadian and American healthcare systems. By optimizing treatment management and reducing hospitalizations and complications, Medherize contributes to more efficient use of healthcare resources.

## **Collaboration for the Future**

“At KDA, we firmly believe that collaboration is key to improving healthcare,” said Marc Lemieux, Chief Executive Officer of KDA. “With Medherize, we unite our efforts with healthcare professionals and patients to create a solution that not only meets current medical needs but also anticipates future challenges. We are confident that this initiative will positively transform the landscape of breast cancer treatment management.”

Finally, the Corporation announces that, in accordance with its stock option plan, it has granted incentive stock options to directors, officers, employees and consultants of the Corporation for the purchase of up to 14,600,000 Class A shares (“**Common Shares**”). The stock options may be exercised no later than August 1, 2029 at a price of \$0.30 per Common Share, are subject to a 12-month vesting period and vest one quarter on the grant date and three quarters on the first anniversary of the grant date. The stock options are granted in accordance with the TSX Venture Exchange’s policies and the terms and conditions of the Corporation’s stock option plan.

## **ABOUT KDA GROUP**

KDA Group is a leader in technological innovations and specialized software solutions (SAAS – Software as a Service) for the healthcare professionals’ market. KDA is a corporation that offers quality products and has a respected expertise among the various stakeholders in the pharmaceutical and medical sectors. The technology products developed by KDA aim, among other things, to accelerate the healthcare’s digital transformation, and are available for the Canadian and international markets. Additional information about the Corporation is available at [www.groupkda.com](http://www.groupkda.com) and on SEDAR+ at [www.sedarplus.ca](http://www.sedarplus.ca).

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## **REFERENCES**

- 1- *Canadian Cancer Society: Data on cancer incidence and mortality in Canada.*  
*Canadian Medical Association Journal: Studies and projections on cancer statistics in Canada for 2024.*
- 2- *American Cancer Society: Breast cancer statistics in the United States.*

## **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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