

**PRESS RELEASE**  
FOR IMMEDIATE RELEASE

## **KDA GROUP ANNOUNCES THE APPOINTMENT OF THE HONORABLE JEAN CHAREST AS NEW STRATEGIC ADVISOR**

**Thetford Mines, Quebec – November 21, 2024** – KDA Group Inc. (TSXV: KDA) (“KDA” or the “Corporation”), a leader in innovative technological solutions for healthcare professionals, is proud to announce the appointment of the Honorable Jean Charest as the Corporation’s new Strategic Advisor. This milestone marks a significant step in the strategic development of KDA as it continues its commitment to redefining the future of healthcare through digital innovation.

Mr. Jean Charest, former Premier of Québec (2003-2012) and former Deputy Prime Minister of Canada (1993), brings invaluable expertise in governance, public policy, and international affairs. With his distinguished career and current role as Strategic Advisor at the law firm Therrien Couture Joli-Coeur, Mr. Charest will guide KDA in its growth and expansion initiatives on both national and international scales.

Marc Lemieux, Chief Executive Officer and Chairman of the Board of KDA, stated: “We are honored to welcome Mr. Charest as our new Strategic Advisor. His unique experience as a political leader and deep understanding of societal and economic issues will enable KDA to strengthen its impact in the healthcare sector. This appointment reflects our commitment to remaining a leading player in technological innovation.”

Jean Charest has played a key role in Québec’s economic transformation and has led numerous national and international initiatives fostering innovation and sustainable development. His commitment to improving public sector performance and his expertise in managing relationships with governments and international organizations will be invaluable as KDA continues to expand its portfolio of technological solutions, including the Medherize and Adherize+ platforms.

Jean Charest, a partner at Therrien Couture Joli-Coeur, shared his vision: “I am thrilled to join KDA as a Strategic Advisor. This dynamic and visionary Québec-based company is striving to improve healthcare through innovative technological solutions. I am convinced that digital innovation is a critical path to addressing the current challenges in the healthcare system, and I look forward to contributing to KDA’s growth and success in this endeavor.”

The appointment of Jean Charest underscores the Corporation’s ambition to attract top talent and accelerate its development in improving medical and pharmaceutical practices, both in Canada and internationally.

## **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 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).

- 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**

Marc Lemieux, Chief Executive Officer  
514 622-7370  
[info@groupkda.com](mailto:info@groupkda.com)