

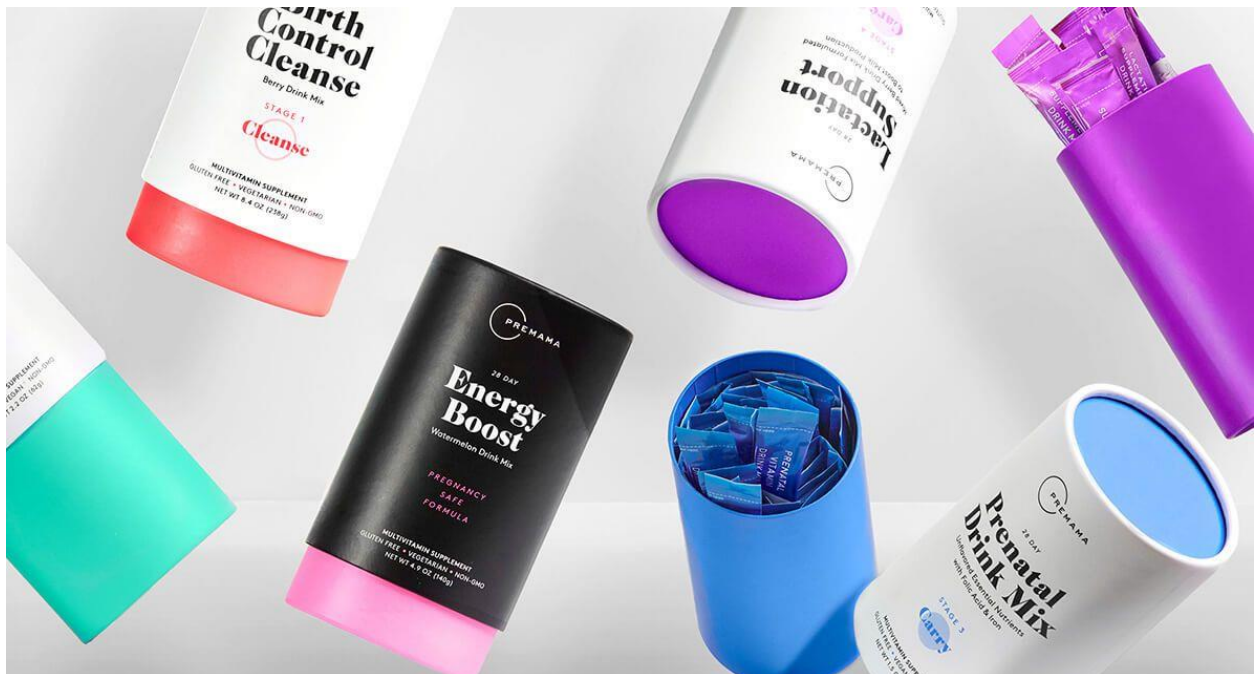


## District Ventures Capital Invests in Premama Wellness

**TORONTO, ON (April 28, 2020)** – District Ventures Capital (“**District Ventures**”) announced today it has closed an equity investment with Premama Wellness (“**Premama**”), producers of a popular four-stage preconception through postnatal care supplement system based in Providence, Rhode Island.

Founded in 2011 by Dan Aziz, the Premama product line provides women with a variety of nutrient-rich, maternity wellness products. The company has focused their core offerings into stages which start from priming the body for pregnancy to helping restore nutrients postpartum – and everything in between. From fertility boosters to lactation supplements, the products can be used as part of the four-stage system, or standalone, throughout their pregnancy journey.

While focused primarily on women, the company also produces a fertility supplement for men which supports male reproductive health and improves sperm quality, motility, morphology, and function. District Ventures’ investment will aid the company’s continued growth along with provide marketing and business development support.



“One of the keys to success, whether on a personal or business basis, is finding the right partner. Premama Wellness is happy to have found that in District Ventures Capital and we are excited to be working with a Fund which understands the importance of

health and wellness,” said Dan Aziz, CEO and Founder of Premama Wellness. “Over the years we’ve been grateful to provide our customers with clinically researched, doctor-recommended products, and look forward to continuing to grow and evolve our brand and supplement line with their support and expertise.”

Premama Wellness uses only premium, quality ingredients that are non-GMO, gluten-free, vegan/vegetarian, and kosher with zero artificial colours, flavours, sweeteners or preservatives. The raw ingredients that go into every package are tested for purity and potency to ensure that they are safe, effective and ethically produced exclusively in GMP-Certified facilities in the USA.

“The health and wellness category is one which has received a great deal of attention as of late. No matter what stage in life they may be in, consumers are focused on leading healthy lifestyles and understand that the use of supplements and multivitamins is part of that,” said Arlene Dickinson, General Partner, District Ventures Capital. “We are excited to partner with a company which has been providing a premium, quality product to consumers in the most pivotal time in their life and look forward to growing the brand together.”

It is estimated that 97 percent of women who have been or are currently pregnant have taken prenatal vitamins or multivitamins during their pregnancy. Although the figure is staggering, only 34 percent reported taking prenatal vitamins or multivitamins prior to knowing they were pregnant. To this point, Premama Wellness is dedicated to educating and supporting women, and providing maternity wellness solutions for them and their families as they grow and evolve during the entirety of the pregnancy journey.

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## **About District Ventures Capital**

District Ventures Capital is a venture capital fund investing in innovative companies in the food & beverage and health & wellness sectors. The fund is led by General Partner, Arlene Dickinson. District Ventures is the leading ecosystem in Canada that focuses on the CPG space and brings capital, marketing support, programming and commercialization as support to the companies it invests in.

For more information, visit [www.districtventurescapital.com](http://www.districtventurescapital.com).

## **About Premama Wellness**

Premama Wellness is a supplement brand that works exclusively in the maternity wellness sector. From helping prime the body for pregnancy up to restoring nutrients postpartum, Premama products support mothers throughout their pregnancy journey and can be taken as part of their trusted four-stage system or standalone. Led by CEO and Founder, Dan Aziz since 2011, Premama products are scientifically researched by a trusted board of medical advisors, and are proud to be non-GMO, gluten-free, vegan/vegetarian, and kosher with zero artificial colours, flavours, sweeteners or preservatives.

For more information, visit [www.premamawellness.com](http://www.premamawellness.com)