

NEWS RELEASE: 22-01

FEBRUARY 24, 2022

## JADE LEADER ANNOUNCES RESULTS OF ANNUAL & SPECIAL MEETING AND PROVIDES PRODUCT UPDATE

Calgary, Alberta – Jade Leader Corp. (TSX.V: JADE) (“Jade Leader”, or “the Company”) is pleased to report that at its Annual & Special Meeting, held on February 24, 2022, Jean-Pierre Jutras, Dr. Shane Ebert, Cornell McDowell and Dr. Peter Megaw were re-elected to the Board of Directors. Shareholders also approved fixing the number of directors at four and the appointment of BDO Canada LLP as Auditors, and ratified the Corporation’s stock option plan

### Corporate Update

To date, 56 kilos of the 183 kilos of gem grade Sky Jades<sup>®</sup> recovered by Jade Leader during the September-October 2021 sampling program at its Sky Zone has been prepared for sale.

Our latest testing work has focused on test cutting matched and graduated cabochon or faceted type single stones suitable for use in fine jewelry with excellent results due to the Sky Jade<sup>®</sup> cryptocrystalline grain and color uniformity (figure 1 and 2).



Figure 1: Store banner and suite of rough, ring, earring and cabochon cut stones.

This initial suite of Sky Jades<sup>®</sup> include 116 individual pieces which will be offered for sale through our online store for an aggregate amount of CDN\$169,073. Pricing for individual pieces has been established within the parameters of value already received in pre-marketing existing sales. Store opening logistics are being finalized and the Company currently expects to launch its live e-commerce platform in the coming week. The launch will be accompanied with a video advertising campaign showcasing items offered for sale (figure 2) and supported by focused search algorithms across various online communities.

# JADE LEADER SHOP

## EARTH MEETS JADE LOVERS



Figure 2: Ready to launch video thumbnail of Sky Jade rough and finished product examples.

Additional materials from current testing programs are being processed for addition to the sales site on an ongoing basis.

### **Qualified Person**

Mr. Jean-Pierre Jutras, P.Geol., President of the Company, is the Company's Qualified Person as defined by National Instrument 43-101. Mr. Jutras maintained full chain of custody of all sample materials which are the subject of this update throughout the extraction and testing process and has approved the technical disclosure contained in this news release.

### **About Jade and Jade Leader Corp.**

Recent articles suggest that the international Jade market is now larger than the better known worldwide market for rough diamonds, without any participation in the space by publicly listed Companies prior to the formation of Jade Leader Corp.

Jade Leader Corp, with a Board of Directors having over 120 years of combined experience as mineral exploration geologists with proven track records of discoveries, is led by JP. Jutras, B.Sc. Hons Geology, P.Geol who is also an internationally recognized Jade carver with over 30 years of experience.

Jade leader is leveraging this unique combination of mineral exploration expertise and Jade carving knowledge to build a portfolio of 6 Jade exploration properties on which Nephrite Jade with various characteristics has now been identified in stable, mining-friendly jurisdictions in the USA.

On Behalf of the Board of Directors,

“Jean-Pierre Jutras”

Jean-Pierre Jutras, President/Director

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Or **Jean Pierre Jutras, President at 1.403.233.0464**

The TSX Venture Exchange has neither approved nor disapproved of the contents of this press release.

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Except for the historical and present factual information contained herein, the matters set forth in this news release, including words such as "expects", "projects", "plans", "anticipates" and similar expressions, are forward-looking information that represents management of Jade Leader's internal projections, expectations or beliefs concerning, among other things, future operating results and various components thereof or the economic performance of Jade Leader. The projections, estimates and beliefs contained in such forward-looking statements necessarily involve known and unknown risks and uncertainties, which may cause Jade Leader's actual performance and financial results in future periods to differ materially from any projections of future performance or results expressed or implied by such forward-looking statements. These risks and uncertainties include, among other things, those described in Jade Leader's filings with the Canadian securities authorities. Accordingly, holders of Jade Leader shares and potential investors are cautioned that events or circumstances could cause results to differ materially from those predicted. Jade Leader disclaims any responsibility to update these forward-looking statements.