



FUNCTIONAL BRANDS

May 19, 2026,

Dear Stockholders of Functional Brands Inc.:

We recently sent you proxy material concerning important proposals affecting your investment in Functional Brands Inc., which will be considered at a Special Meeting of Stockholders on May 28, 2026. This letter is being sent to you because you held shares of Functional Brands Inc. common stock as of the April 16, 2026 record date and, to date, we have not received your vote.

YOUR VOTE IS IMPORTANT, regardless of the number of shares you own and whether or not you plan to attend the Special Meeting. Even if you have since sold your shares in the Company, you still have the right to vote as a holder of record on April 16, 2026. Please take the time to cast your vote today and help us avoid incurring additional expenses associated with obtaining sufficient stockholder participation to hold the Special Meeting.

URGENT – YOUR VOTE IS NEEDED BY 11:59 PM EASTERN TIME ON WEDNESDAY, MAY 27, 2026.

The proposals to be voted at the Special Meeting include approval of an amendment to our certificate of incorporation to effect a reverse stock split, approval of the company's 2026 Equity Incentive Plan, and approval of the adjournment of the Special Meeting, if necessary to solicit additional proxies. Our Board of Directors recommends that stockholders vote "FOR" all proposals outlined in the proxy materials previously provided to you.

Voting is quick and easy. Please follow the voting instructions on the form of proxy that accompanies this letter and other proxy materials that were sent to you, which are electronically available at <https://www.cstproxy.com/functionalbrandsinc/2026>.

In connection with the Special Meeting, we have filed relevant materials with the U.S. Securities and Exchange Commission (the "SEC"), including our definitive proxy statement on Schedule 14A (the "Proxy Statement"). This letter is not a substitute for the Proxy Statement or any other document that we may file with the SEC or send to our stockholders in connection with the Special Meeting. **BEFORE MAKING ANY VOTING DECISION, STOCKHOLDERS OF THE COMPANY ARE URGED TO READ ALL RELEVANT DOCUMENTS FILED WITH THE SEC, INCLUDING THE PROXY STATEMENT, BECAUSE THEY CONTAIN IMPORTANT INFORMATION ABOUT THE SPECIAL MEETING.**

If you have already voted your shares, please accept our sincere thanks and disregard this reminder.

If you have any questions or need assistance voting your shares, please call (877) 672-7073

Thank you for your continued support and participation.

Sincerely,

Eric Gripentrog

Chief Executive Officer
