**NEWS RELEASE**

# GOAT INDUSTRIES HIGHLIGHTS PORTFOLIO MOMENTUM AS WHOLLY-OWNED BETSOURCE FORMS RELATIONSHIP TO ENHANCE THE BKFC APP EXPERIENCE

**Vancouver, British Columbia, Canada – January 9, 2026 – GOAT Industries Ltd. (the "Company" or "GOAT") (CSE: GOAT) (OTC: BGTTF) (FWB: 26B.F)** is pleased to announce that Source Gaming Inc. ("**BETSource**"), a wholly owned portfolio company of GOAT, has entered into a relationship with Bare Knuckle Fighting Championship ("**BKFC**") to support and enhance BKFC's mobile app ecosystem (the "**BKFC App**") through the integration of BETSource's fan engagement and sportsbook attribution capabilities.

Pursuant to the definitive agreement between the BETSource and BKFC, dated January 9, 2026 (the "**Agreement**"), BETSource will be entitled to reimbursement of all operating costs incurred in connection with its services as well as a share of all revenues earned through the BKFCApp, which share will increase for new users of the app. The Agreement does not include exclusivity provisions or minimum performance commitments.

Over the past year, BKFC has significantly expanded its global footprint, driven by its raw, fan-friendly format and growing international audience. According to BKFC, reported performance metrics include a doubling in overall live event attendance, over the past year, increasing to 250M+ fans (globally) in social media reach, and growth into 60+ countries. BKFC's distribution continues to scale through major media partnerships, including a newly announced content, promotional, and sales partnership with the YES Network, which described BKFC as the "World's Fastest Growing Combat Sports Promotion."

"We are excited to work with BETSource as we continue to evolve the BKFC App experience for our rapidly growing fan base. This relationship represents an important first step in implementing BETSource's technology within our digital ecosystem, with a focus on delivering a premium, engaging experience for fans," said David Feldman, Founder and President of BKFC.

As BKFC continues to scale its fan base and distribution, BETSource's relationship with BKFC is intended to support BKFC's digital strategy by enhancing the BKFC App experience through the deployment of BETSource's engagement and sportsbook attribution capabilities. These capabilities are expected to deepen in-app interaction, support retention, and drive measurable outcomes that support BKFC's broader monetization and engagement objectives.

"BETSource's relationship with BKFC is a strong example of the commercial momentum we are building across GOAT's portfolio," said Kevin Cornish, Chief Executive Officer of GOAT. "BKFC has become one of the most compelling fast-growing combat sports promotions, and as its audience continues to scale, the quality of the digital experience matters. We believe BETSource is well positioned to help enhance the BKFC App experience by delivering engagement and sportsbook attribution capabilities that support measurable outcomes for BKFC's business."

## Investor Relations Engagement

In addition, the Company announced today that it has engaged 1502655 B.C. Ltd. ("**1502655**") to provide investor relations services for a 6-month term in accordance with the Canadian Securities Exchange (the "**Exchange**") policies. 1502655 provides strategic digital media services, marketing and data analytics services to increase investor awareness of public issuers.

Pursuant to an investor relations agreement (the "**IR Agreement**"), dated January 8, 2026, entered into between the Company and 1502655, 1502655 will assist the Company with investor relations strategy and tactics to improve the Company's presence within the capital markets, developing operational performance metrics that will aid investors and analysts in evaluating the Company's progress, implementing plans for presenting the Company to the financial community, assisting with investor awareness of the Company's plans, strategy, and personnel, as they may evolve during the term of the IR Agreement, and assisting the Company in communicating appropriate information regarding such plans, strategy, and personnel to the investment community. The Company has agreed to pay 1502655 up to $400,000 for its services. The IR Agreement is for an initial term of six (6) months and will commence effective immediately.

There are no performance criteria referenced in the IR Agreement and 1502655 will not receive any securities of the Company as compensation. 1502655 and the Company are at arm's length and neither 1502655 nor any of its principals have an interest, directly or indirectly, in any securities of the Company, or any right or intent to acquire such an interest. 1502655 can be reached at: 3849 154th Street, Surrey BC V3Z 0V3, Tel: 604-317-2952, Email: nate@wagnergroup.media.

## ABOUT BETSOURCE

BETSource is a sports media and technology platform that combines access to sports content with retail media and sports wagering technology to unlock monetization opportunities through personalized guest engagement across retail and digital environments. BETSource's platform synchronizes and integrates sportsbook and interactive applications and includes contextual advertising features to support monetization in live and on-demand video.

## ABOUT GOAT INDUSTRIES LTD.

GOAT is an investment issuer focused on investing in high-potential companies operating across a variety of industries and sectors. The goal of the Company is to generate maximum returns from its investments.

For more information about the Company, please visit https://www.goatindustries.co/. The Company's final prospectus, financial statements and management's discussion and analysis, among other documents, are all available on its profile page on SEDAR+ at www.sedarplus.ca.

## ON BEHALF OF THE BOARD OF DIRECTORS


| | |
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*The CSE and Information Service Provider have not reviewed and does not accept responsibility for the accuracy or adequacy of this release.*

**Forward-Looking Information**

*This news release contains "forward-looking information" within the meaning of applicable Canadian securities legislation. Generally, forward-looking information can be identified by the use of forward-looking terminology such as "plans", "expects", "is expected", "intends", "anticipates", "believes", or variations of such words and phrases or statements that certain acts, events or results "may", "could", "would", "might" or "will be taken", "occur" or "be achieved". Forward-looking information in this news release includes, but is not limited to, statements regarding: the anticipated benefits of BETSource's relationship with BKFC and the enhancement of the BKFC App; the anticipated impact of BETSource's capabilities on user engagement, retention, and monetization; the continued growth of BKFC; the anticipated benefits of the investor relations services; and the Company's general expectations regarding its investment portfolio. Forward-looking information is subject to known and unknown risks, uncertainties and other factors that may cause the actual results, level of activity, performance or achievements of the Company to be materially different from those expressed or implied by such forward-looking information. Such risks and uncertainties include, but are not limited to: the timing and successful implementation of BETSource's technology within the BKFC App; the ability to realize anticipated commercial benefits from the relationship with BKFC; the effectiveness of investor relations services; changes in market conditions; and other factors discussed in the Company's public filings available on SEDAR+ at www.sedarplus.ca. Although the Company has attempted to identify important factors that could cause actual results to differ materially from those contained in forward-looking information, there may be other factors that cause results not to be as anticipated, estimated or intended. There can be no assurance that such forward-looking information will prove to be accurate, as actual results and future events could differ materially from those anticipated in such information. Accordingly, readers should not place undue reliance on forward-looking information. All forward-looking information contained in this document is qualified by this cautionary statement. The forward-looking information is made as of the date of this document and the Company disclaims any intention or obligation to update or revise any forward-looking information, whether as a result of new information, future events or otherwise, except as required by applicable securities laws.*