

FOR IMMEDIATE RELEASE

Launchit Solutions Signs National Agreement to Develop a National Weight Management Program Across Canada

New Program Brings Evidence-Based Obesity Care to Canadians

Hamilton, Ontario – April 22, 2026 - Launchit Solutions Inc. today announced that it had signed a multi-year Licence and Services Agreement with Shoppers Drug Mart Inc. in November 2025 to develop and deliver a national weight management program, and that the development of this program has been completed.

Since 2024, key components of the program have been tested using MWM training and behavioural support tools, demonstrating meaningful clinical outcomes for patients.

Launchit Solutions, operating as the Medical Weight Management Centre of Canada (MWM) has supported patients living with obesity since 2023. Under the new national agreement, Launchit will license proprietary clinical content to Shoppers and provide program development and ongoing clinical support to help Shoppers deliver a comprehensive, evidence-based obesity program to Canadians

The program is designed to be delivered by a multidisciplinary team of healthcare professionals - including registered dietitians, nurse practitioners, and pharmacists – and will be available across Canada.

"We built the Medical Weight Management Centre of Canada because we knew there was a better way to treat obesity - one grounded in evidence and delivered with compassion," said Jamie Harsevoort, Chief Executive Officer of Launchit Solutions Inc. "Working with Shoppers Drug Mart to help develop this national program is a pivotal moment for our team and, more importantly, for the Canadians who need real, accessible support."

About Launchit Solutions Inc. / Medical Weight Management Centre of Canada

Launchit Solutions Inc., operating as the Medical Weight Management Centre of Canada (MWM), is a Hamilton, Ontario-based company dedicated to transforming the delivery of obesity care in Canada. MWM develops evidence-based clinical programs, tools, and training resources for healthcare professionals, and partners with healthcare organizations to expand access to high-quality, multidisciplinary weight management support. For more information, visit launchitsolutions.ca.

Media Contact: Jamie Harsevoort Chief Executive Officer, Launchit Solutions Inc.
jamie@launchitsolutions.ca