

Canada's largest food retailer Stocks Else Nutrition Products at over 440 Locations Nationwide

The distribution is a significant increase in the number of stores in Canada for Else and the company expects significant customer growth as a result of the partnership with Canada's largest food distributor



VANCOUVER, British Columbia, April 18, 2023 — **ELSE NUTRITION HOLDINGS INC. (BABY) (BABYF) (OYL.F) (“Else” or the “Company”)**, announces that it has successfully rolled out Toddler and Kids Shake SKUs to Canada's largest retailer at over 440 locations nationwide as of March 2023. This increase in the number of stores selling Else Nutrition products in Canada will provide access to significantly more consumers looking for plant-based complete nutrition for their toddlers and children. “This latest addition to our Canadian distribution is a significant and exciting step forward for the brand”, said Hamutal Yitzhak, CEO, and Co-Founder of Else Nutrition. “This collaboration enables Else to reach health-focused parents nationwide through Canada's largest grocery institution, offering strong credibility and national access to our plant-based, clean-label solutions. Our aim is to become a household name in Canada, and we're truly grateful to our partner for helping us to move this objective forward”.

For more information, visit: www.elsenutrition.com or follow Else Nutrition on LinkedIn

About Else Nutrition Holdings Inc.

Else Nutrition Holdings Inc. is a food and nutrition company in the international expansion stage focused on developing innovative, clean, and plant-based food and nutrition products for infants, toddlers, children, and adults. Its revolutionary, plant-based, non-soy formula is a clean-ingredient alternative to dairy-based formula. Else Nutrition (formerly INDI) won the “2017 Best Health and Diet Solutions” award at Milan's Global Food Innovation Summit. The parent company, Else Nutrition Holdings Inc., is a publicly-traded company, listed on the Toronto Stock Exchange under the trading symbol BABY and is quoted on the US OTCQX Market under the trading symbol BABYF and the Frankfurt Stock Exchange under the symbol OYL. Since launching its Plant-Based Complete Nutrition for Toddlers, made of whole foods, almonds, buckwheat, and tapioca, the brand has received thousands of powerful testimonials and reviews from parents, gained national retailer support, and achieved rapid sales growth. Else became the #1 Best Seller on Amazon in the Fall of 2020 in the New Baby & Toddler Formula Category. It won the ‘Best Dairy Alternative’ Award 2021 at World Plant-Based Expo and was a Nexty Award Finalist at Expo West 2022 in the Plant-Based lifestyle category.

During September 2022 Else Super Cereal reached the #1 Best Seller in Baby Cereal across all brands on Amazon.

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Caution Regarding Forward-Looking Statements

This press release contains statements that may constitute “forward-looking statements” within the meaning of applicable securities legislation. Forward-looking statements are typically identified by words such as “will” or similar expressions. Forward-looking statements in this press release include statements with respect to the anticipated dates for filing the company’s financial disclosure documents. Such forward-looking statements reflect current estimates, beliefs, and assumptions, which are based on management’s perception of current conditions and expected future developments, as well as other factors management believes are appropriate in the circumstances. No assurance can be given that the foregoing will prove to be correct. Forward-looking statements made in this press release assume, among others, the expectation that there will be no interruptions or supply chain failures as a result of COVID-19 and that the manufacturing, broker, and supply logistic agreement with the company does not terminate. Actual results may differ from the estimates, beliefs, and assumptions expressed or implied in the forward-looking statements. Readers are cautioned not to place undue reliance on any forward-looking statements, which reflect management’s expectations only as of the date of this press release. The company disclaims any obligation to update or revise any forward-looking statements, whether as a result of new information, future events, or otherwise, except as required by law.

A graphic accompanying this announcement is available at
<https://www.globenewswire.com/NewsRoom/AttachmentNg/9d260537-b77e-4f5b-90d3-aac6f>

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