

## **Else Engages A-Labs for Investor Relations and Shareholder Communication Program**

VANCOUVER, British Columbia, July 16, 2021 — **ELSE NUTRITION HOLDINGS INC. (BABY.V) (BABYF) (OYL.F) (“ELSE” or the “Company”)** the plant-based baby, toddler and children nutrition company, announces today that it has retained A-Labs Advisory & Finance Ltd. (“**A-Labs**”) to provide shareholder communications services to the Company (the “**Services**”).

A-Labs is one of the industry’s leading managers of capital markets strategies and creator of a uniquely diverse network of institutional investors, family offices and retail investor groups.

Doron Cohen, Managing Partner & CEO of A-Labs stated that “We have been intimately familiar with ELSE, its amazing business and its founders from inception. We have also been close corporate advisors to management for the past years and we believe these attributes make us well positioned to communicate the ELSE story in its best fashion to global investors. We are excited to help this unique company get center-stage exposure with our institutions, family offices and retail investors as one of the top Alternative Protein players in the market today.”

Hamutal Yitzhak, ELSE CEO, commented, “A-Labs have been advising the Company along its path of growth in the capital markets. We believe they can bring significant added value to our investor relations in achieving our capital markets objectives as we continue with our commercial execution. We are excited to work with them on our investor communications initiatives.”

Under the agreement will provide its services for a period of 2 months, in consideration for a total fee of \$70,000 US dollars.

### **About Else Nutrition Holdings Inc.**

Else Nutrition GH Ltd. is an Israel-based food and nutrition company 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 the Global Food Innovation Summit in Milan. Else Plant-Based Complete Nutrition for Toddlers was recently ranked as the #1 Top seller in the baby and toddler formula category on Amazon. The holding company, Else Nutrition Holdings Inc., is a publicly traded company, listed as TSX Venture Exchange under the trading symbol BABY and is quoted on the US OTC Markets QX board under the trading symbol BABYF and on the Frankfurt Exchange under the symbol OYL. Else’s Executives includes leaders hailing from leading infant nutrition companies. Many of Else advisory board members had past executive

roles in companies such as Mead Johnson, Abbott Nutrition, Plum Organics and leading infant nutrition Societies, and some of them currently serve in different roles in leading medical centers and academic institutes such as Boston Children's Hospital, Pediatrics at Harvard Medical School, USA, Tel Aviv University, Schneider Children's Medical Center of Israel, Rambam Medical Center and Technion, Israel and University Hospital Brussels, Belgium.

For more information, visit: [elsenutrition.com](http://elsenutrition.com) or @elsenutrition on Facebook and Instagram.

### **Media Contact**

Covet Consumer Business Unit

Gianna Totaro

E: [elsenutrition@powerdigitalmarketing.com](mailto:elsenutrition@powerdigitalmarketing.com)

P: 1-301-875-6574

### **For more information, contact:**

Ms. Hamutal Yitzhak, CEO, Co-Founder & Director

ELSE Nutrition Holdings Inc.

E: [hamutaly@elsenutrition.com](mailto:hamutaly@elsenutrition.com)

P: +972(0)3-6445095

Mr. Sokhie Puar, Director of Else Nutrition

E: [sokhie@elsenutrition.com](mailto:sokhie@elsenutrition.com)

P: 604-603-7787

### **TSX Venture Exchange**

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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 do 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.*

