

## **Else Expands North American Retail Presence as first Baby Category Product on Plant X - a Leading Plant-Based Ecommerce and Digital Community**

*As a PlantX partner, Else will expand product distribution, drive global awareness and sales via all Plant X channels, digital and physical locations.*

VANCOUVER, BC, Jan. 5, 2021 /CNW/ - **ELSE NUTRITION HOLDINGS INC.** (TSXV: BABY) (OTCQX: BABYF) (FSE: OYL) (**"Else" or the "Company"**) the Plant-Based baby, toddler and children nutrition company, is pleased to announce that it will be listed on Plant X, the digital face of the Plant-Based community and one-stop-shop for plant-based products, as the first product available for order in the newly created baby products section of Plant X's ecommerce platform ([www.PlantX.ca/baby](http://www.PlantX.ca/baby)).



"We're thrilled to be listed on the Plant X platform, and there's a real need for such a community. Joining this innovative online platform solely dedicated to Plant-Based companies, aligns perfectly with our mission to bring real clean label, whole, sustainable, Plant-Based options for parents to nourish their children," said Hamutal Yitzhak, CEO and Co-Founder of Else Nutrition. "We're proud to be part of platform of like-minded, purpose-driven brands and raising awareness for Plant-Based Nutrition and its benefits to a growing segment of consumers. This will help bolster our presence in both North America and Europe," she added.

"Launching the new baby products section of PlantX.com with Else Nutrition is very exciting for us," said Julia Frank, Plant X CEO. "We've seen the success of the baby formula vertical and having it in our Plant-Based umbrella only adds to the potential in this space."

Plant X is now a publicly traded company in the U.S., Canada and Germany with brick and mortar locations on the way in North America and Tel Aviv, Israel.

**About PlantX Life Inc.**

As the digital face of the Plant-Based community, Plant X's platform is the one-stop-shop for everything Plant-Based. With its fast-growing category verticals, the Company offers customers across North America more than 10,000 Plant-Based products. In addition to offering meal and indoor plant deliveries, the Company currently has plans underway to expand its product lines to include cosmetics, clothing, and its own water brand – but the business is not limited to an e-commerce platform. The Company uses its digital platform to build a community of like-minded consumers, and most importantly, provide education. Its successful enterprise is being built and fortified on partnerships with top nutritionists, chefs, and brands. The Company eliminates the barriers to entry for anyone interested in living a Plant-Based lifestyle, and thriving in a longer, healthier, and happier life.

### **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 Toddler Nutrition was a 2020 Top-seller on Amazon, in the New Product within Baby & Toddler Formula Category. 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, Children's Hospital of Colorado, 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](https://elsenutrition.com) or @elsenutrition on Facebook and Instagram.

### **TSX Venture Exchange**

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*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.*

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