

Else Expands to Canada's Second Largest Retailer with Its Product Range in Over 600 Stores

The choice by Canada's second largest retailer to stock the entire range of Else Nutrition products significantly increases the availability of Else products to consumers in all ten provinces within a trusted family environment



VANCOUVER, British Columbia, May 03, 2023 — **ELSE NUTRITION HOLDINGS INC. (BABY) (BABYF) (OYL.F) (“Else” or the “Company”)**, announces that it has expanded its distribution in the Canadian market with Canada's second largest food retailer. The national rollout includes Else Toddler Formula, Kids Shake Vanilla and Chocolate, and Original and Vanilla flavors of Baby Super Cereal.

Starting this month, Else's innovative products will be available in more than 600 additional stores across Canada, across multiple banners and territories. This marks a significant milestone for Else Nutrition, which has been offering its products online in Canada since July 2022. Canadian consumers will now be able to find Else's plant-based toddler formula, kids' shakes and baby cereal on the shelves of another national grocery chain.

“We are very proud to grow our presence in Canada and partner with a trusted and respected retailer that shares our vision of offering healthy and sustainable choices for families,” said Hamutal Yitzhak, CEO and Co-Founder of Else. “Canada is a key market for us as we continue to expand our global presence and reach millions of new potential customers who are looking for clean-label alternatives to dairy- and soy-based nutrition.”

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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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 photo accompanying this announcement is available at
<https://www.globenewswire.com/NewsRoom/AttachmentNg/aa2c6d1f-b80c-433a-9930-a0fbed46ba8>

