

## **Else Nutrition Completes Successful Commercial Trial Manufacturing Run of Ready to Drink Plant-Based Toddler & Kids Nutrition Products**

Capability Opens Up Major Growth Pathways including the \$1 Billion U.S. Kids Nutrition Drinks Market, and the massive, \$4 Billion, U.S. Infant formula Market upon FDA approval

VANCOUVER, British Columbia, Aug. 04, 2021 — **ELSE NUTRITION HOLDINGS INC. (BABY.V) (BABYF) (OYL.F) (“Else” or the “Company”)** the plant-based baby, toddler and children nutrition company, announces that after months of R&D and trials, it has successfully completed a full-scale commercial trial manufacturing run of ready to drink (RTD) liquid version of its Plant-Based Complete Nutrition for Toddlers and Kids products.

“This key milestone sets the Company on a path to penetrate the lucrative liquid format in both the Toddler and Kids Nutrition space,” said Hamutal Yitzhak, CEO and Co-Founder of Else Nutrition. “With thousands of families nationwide already using Else products in powder format, being able to offer Clean Label, whole food-based Else products in convenient RTD form, opens up a further 92% of the Kids nutritional drinks market, a \$1 billion category in the U.S. alone.” she added.

Else intends to further use this capability to drive growth in the Kids and Toddler RTD markets across many geographies and sets the stage for being able to offer its planned infant formula in liquid format, upon receipt of FDA approval. The capacity to offer Else products in liquid format further enables the brand to penetrate hospitals with a long-awaited, Plant-Based liquid formula alternative, therein creating a critical competitive advantage for the Else brand. The hospital channel is of paramount importance in a parent/caregivers’ decision-making process when it comes choosing a formula for their baby/child.

### **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.

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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*

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