

Else Nutrition Establishes North American Office in Columbus, Ohio, Behind Growth Plans

VANCOUVER, British Columbia, Dec. 06, 2021 — **ELSE NUTRITION HOLDINGS INC.**

(BABY.V) (BABYF) (OYL.F) (“Else” or the “Company”) the Plant-Based baby, toddler and children nutrition company, today announces the establishment of a dedicated U.S. office and operations. Consistent strong growth of Else Nutrition product sales has led to the need for a full-time team on the ground in the U.S.

In July of this year, Former Abbott Executive, Mike Glick joined Else Nutrition as General Manager and VP, North America. In his role within Else, Mike will oversee the rapidly growing Else Nutrition business across the US and Canada. A team is being actively built out, and Mike has selected Westerville, Ohio (near Columbus) as the Headquarters location for North American operations.

“The Columbus area is a vibrant, diverse metropolitan area that is ideally located within 500 miles of two-thirds of the US population and is known for talent and expertise in the nutrition industry,” stated Mr. Glick. “Due to lower-than-average housing costs, great school systems, and temperate weather, it has seen tremendous growth and will continue to do so as we expand as a company. This is a great place to work, and we’re excited to build out the local team.”

Else North America office is located at 501 W. Schrock Road, Westerville, Ohio with a team of 5 currently. Offering new team members a competitive remuneration package, the Company expects to double this in the coming year to keep up with the expected growth.

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 include 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 or @elsenutrition on Facebook and Instagram.

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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.

A photo accompanying this announcement is available at
<https://www.globenewswire.com/NewsRoom/AttachmentNg/9e55494f-f5d8-4655-9092-fa83ce715070>

