

Else Nutrition Now Available at Over 7,000 Locations in the US Largest Pharmacy Chain

The Choice to Stock Else Nutrition’s Award-Winning Baby Super Cereal and Toddler Organic Products at Over 7,000 Locations Dramatically Increases Access for Consumers to Else Products



VANCOUVER, British Columbia, April 26, 2023 — **ELSE NUTRITION HOLDINGS INC. (BABY) (BABYF) (OYL.F) (“Else” or the “Company”)**, is proud to announce that its best-selling Else Baby Super Cereal and Else Toddler Organic products are now available at over 7,000 locations of the nation’s largest pharmacy chain. This significant expansion follows the successful initial launch of Toddler Organic in 1,040 locations in September 2022.

Else Baby Super Cereal is the number 1 best-selling baby cereal on Amazon and the first Clean Label Purity Award-certified baby cereal safe from heavy metals in the US. Made from whole-plant ingredients, it is a minimally processed, clean-label cereal that is free from dairy, soy, and gluten. The cereal is a rich source of essential vitamins and minerals, including iron, calcium, and vitamin D. It is an ideal choice for children with food sensitivities, allergies, or babies starting their first foods where every calorie counts.

Else Toddler Organic is a USDA Organic and Clean Label Project Purity certified product that contains all macronutrients and over 20 essential vitamins and minerals. Free of gluten, dairy, soy, corn syrup, and GMOs, it is also minimally processed, and made from whole-plant ingredients providing a healthy and clean-label plant-based option for parents looking to nourish their children.

“We are thrilled that the nation’s largest pharmacy chain is expanding the availability of Toddler Organic and Super Cereal to more locations. This is a significant milestone for Else

Nutrition as it represents a major step towards making our product accessible to an even larger audience,” said Hamutal Yitzhak, Else’s CEO, and Co-Founder. “Our goal has always been to provide a healthy, plant-based option for all parents looking to nourish their children, and we are proud to partner with this prominent pharmacy chain to make this a reality.”

This partnership with the nation’s largest pharmacy chain reinforces the retailer’s commitment to offering customers high-quality, healthy products that are plant-based, minimally processed and offer complete and balanced nutrition.

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.

Investor Relations Contact:

RBMG - RB Milestone Group LLC
Trevor Brucato, Managing Director
E: Baby@rbmilestone.com
www.rbmilestone.com

Lytham Partners, LLC
Mr. Ben Shamsian
New York | Phoenix
E: shamsian@lythampartners.com
P: 646-829-9701

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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/af5e8049-306d-4ccc-8f03-f3bad6db587b>

