

Else Nutrition Receives Good Housekeeping's Parenting Award for 2021 - A Mark of Trust for Millions of U.S. Readers and Customers

Else Plant-Based Complete Nutrition Product Selected by Scientists, editors and parents who evaluated hundreds of baby and child products over months, to pick top-tested game-changers

VANCOUVER, British Columbia, Aug. 30, 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 it has received Good Housekeeping's Parenting Award for 2021 for its Plant-Based Completed Nutrition for Toddlers product.

Else Toddler Nutrition was selected in the fan favorite category for Balanced Baby Nutrition. The selection is conducted by a panel of scientists, editors, and parents, evaluating hundreds of products impacting U.S. families and children.

Hamutal Yitzhak, CEO & Co-Founder of Else Nutrition stated, "We're honored to get this further validation for our clean label, whole food-based nutrition for Toddlers." "To be selected by this distinguished panel, and to receive this accolade from such a reputed source is a great honor and endorsement," she added.

According to Good Housekeeping, "[Else] is a great option for babies 12 months old and above who avoid milk and formula due to sensitivity to dairy or soy, or for families that prefer a plant-based lifestyle. Our dietitian liked the interesting concept of a vegan protein powder for young kids and noted that it would be particularly useful for vegan households as well as toddlers with dairy intolerances."

Good Housekeeping now has nearly 17 million readers of the print and digital editions, 12+ million readers on its website and mobile devices, and over 3 million social media followers. GH.com is the #1 e-commerce driving website in all of Hearst Media properties, accounting for over 1/3 of all E-commerce.

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 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 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/921b3395-91de-486f-95a8-0f18ae5d5e0d>

