

## **Else Nutrition Signs a New Agreement to Expand Its Products with Rouses Markets in 65 New Locations in the Southern US**

After the successful launch of the Toddler Nutrition products, the company continues meeting its expansion plans with plant-based shakes for kids in Louisiana, Mississippi, and Alabama.

VANCOUVER, British Columbia, April 14, 2022 — **ELSE NUTRITION HOLDINGS INC. (BABY) (BABYF) (OYL.F) (“Else” or the “Company”)**, the plant-based baby, toddler, and children nutrition company, today announced that following the successful launch and performance of Else Toddler Nutrition, Rouses Markets has added two additional products – Else Plant-Based Kids Shakes, in chocolate and vanilla flavors. The products are now available at all 65 Rouses’ locations and extend the company’s shelf presence by offering its clean label-certified and whole Plant-Based nutrition into the kids’ segment. This marks the first retail partner to have both the Toddler and Kids product on shelf, and the launch is being supported with promotional shelf material and by a full-page ad in Rouse’s magazine.

Else Complete Nutrition Shakes for Kids are packed with nutrients, free from dairy, soy, and gluten, and contain 50 percent less sugar than other options available on the market. It is all made from whole food and clean ingredients, including organic almonds, buckwheat, and tapioca, which account for over 90 percent of the ingredients. This line of products is specially designed to help support the growth and development of children.

Since launching its Plant-Based Complete Nutrition for Toddlers, which won the Good Housekeeping Parenting Award for 2021, the brand has received powerful testimonials and reviews from moms. Else Toddler Nutrition was also awarded “Best Dairy Alternative” at World Plant-Based Expo in December of 2021. It was also a finalist at the Nexty Awards at Expo West 2022.

### **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 Milan’s Global Food Innovation Summit. 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 company recently received the World Plant-Based Award for “Best dairy alternative product” in New York at World Plant-Based Expo in late 2021. The holding company, Else Nutrition Holdings Inc., is a publicly-traded company listed on TSX Venture Exchange under the trading symbol BABY and quoted on the US OTC Markets QX board under the trading symbol BABYF, and 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](https://elsenutrition.com) or @elsenutrition on Facebook and Instagram.

**Investor Relations Contact:**

Lytham Partners, LLC

Mr. Ben Shamsian

New York | Phoenix

E: [shamsian@lythampartners.com](mailto: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 c' '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.*

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