

## **Else Nutrition Signs an Agreement to Sell Its Products With buybuy BABY, the Leading Specialty Baby Products Retailer in North America**

Else's expansion into the retailer's 133 stores in the summer of 2022 expects to boost its national presence and reach millions of new shoppers

VANCOUVER, British Columbia, June 21, 2022 — **ELSE NUTRITION HOLDINGS INC. (BABY) (BABYF) (OYL.F) ("Else" or the "Company")** announces that its Plant-Based complete Nutrition products for babies, toddlers, and kids will soon be available at over 130 locations of buybuy BABY – the leading specialty retailer of baby products in North America.

"The expansion into buybuy BABY marks another major milestone for the Company," said Hamutal Yitzhak, CEO, and Co-Founder of Else Nutrition. "This makes our Complete, Clean Label, Plant-Based Nutrition products for early childhood accessible to millions more wanting shoppers, in North America's largest baby goods retailer."

For more information, visit: [www.elsenutrition.com](http://www.elsenutrition.com) or @elsenutrition on [Facebook](#) and [Instagram](#).

### **About buybuy BABY**

buybuy BABY is the leading specialty baby products retailer in North America. It has a 25-year history of providing families with trusted information and products they need to confidently navigate the journey of parenthood-across every milestone, big and small. The company sells a wide assortment of baby and toddler essentials and nursery furniture. buybuy BABY is a subsidiary of Bed Bath & Beyond Inc. (NASDAQ: [BBBY](#)). For more information, visit <https://www.buybuybaby.com> or <https://www.bedbathandbeyond.ca>.

### **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 the Toronto Stock 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](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 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.*

