

Else Nutrition Signs Distribution Agreement with Walmart.com

Else Toddler Nutrition to be available at Nation's Largest Grocery Retailer's online store by Q4 2021

VANCOUVER, British Columbia, Aug. 12, 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 signed an online distribution agreement with Walmart.com and will be expanding into Walmart's E-commerce (Walmart.com) marketplace by Q4, 2021 with its Plant-Based Complete Nutrition products for Toddlers.

"Entering Walmart.com is a highly significant milestone for the Company," said Hamutal Yitzhak, CEO and Co-Founder of Else Nutrition. "The sheer size of Walmart.com will allow us to reach thousands of new families and enable us to scale significantly over the next 3 years," she added.

According to eMarketer, Walmart's U.S. e-commerce sales prior to the pandemic were \$30 billion and are projected to hit over \$64 billion by the end of 2021.

Walmart.com's traffic was much higher the past year than pre-pandemic levels. Online shopping, particularly in the grocery and FMCG segment (Fast Moving Consumer Goods), has undergone a surge in popularity due to the pandemic. Walmart was the largest United States grocery retailer in 2019 with 65 percent of Walmart's US\$510.329 billion sales coming from U.S. operations.

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.

Media Contact

Erin Jundef
Brilliant PR
erinj@brilliantpr.com

For more information, contact:

Mrs. Hamutal Yitzhak, CEO, Co-Founder & Director
ELSE Nutrition Holdings Inc.
E: hamutaly@elsenutrition.com
P: +972(0)3-6445095

Mr. Sokhie Puar, Director of Else Nutrition
E: sokhiep@elsenutrition.com
P: 604-603-7787

US Investor Relations Contact

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 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.

