

## **Else Nutrition Successfully Completes First Production Trial Run of its Novel, Plant-Based Infant Formula**

Development brings Company a step closer to bringing first-of-its-kind product to \$90 Billion Global Infant Formula Market

VANCOUVER, British Columbia, Oct. 13, 2021 — **ELSE NUTRITION HOLDINGS INC. (BABY.V) (BABYF) (OYL.F) (“Else” or the “Company”)** the Plant-Based baby, toddler and children nutrition company, today announced that it has successfully completed its first commercial trial run of its patented, Plant-Based Infant Formula for age 0 -12 months as the Company continues its path for regulatory approval.

The trial run, which took place this week in the U.S., leveraged a global, first-of-its kind technological development with one of the raw ingredients in the Plant-Based formulation. This patented processing method results in a cleaner ingredient, while keeping the nutritional value fully intact.

“This successful trial is a major step for the Company, as we move forward to provide real choice when it comes to dairy-free infant formula,” said Hamutal Yitzhak, CEO & Co-Founder of Else Nutrition. “The \$90 billion global infant formula market has been dominated by dairy and soy for too long. This development brings us one step closer to commercializing a minimally processed, Plant-Based option to millions of wanting families globally,” she added.

### **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 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.

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**TSX Venture Exchange**

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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*

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