

Else Nutrition to Expand into Roche Bros. with Plant-Based Complete Toddler Nutrition

Entry Further Expands Else Brand's Reach within Massachusetts as second Northeast listing. Development Significantly Boosts Company's Strategic Northeast Presence.

A photo accompanying this announcement is available at <https://www.globenewswire.com/NewsRoom/AttachmentNg/89d40943-b5b1-4067-ae1d-e8f056d3fe0c>

VANCOUVER, British Columbia, Sept. 01, 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 will be expanding into Roche Bros. locations this September with its Plant-Based Complete Nutrition for Toddlers.

“Partnering with Roche Bros. is an exciting development for the Company,” said Hamutal Yitzhak, Co-Founder and CEO of Else Nutrition. “We’ve been looking to further strengthen our Northeast presence, and Roche Bros. is a great fit for us with premium-seeking, health-conscious customers,” she added.

Roche Bros. is a Massachusetts-based supermarket chain operating in 21 markets. UNFI distributes to the quality-focused retail chain. Headquartered in Mansfield, Massachusetts, Roche Bros. stores are primarily located in the Metro Boston Area. Roche Bros flagship is a 25,000 sq ft location at Boston’s Downtown Crossing, and also operates within Connecticut. Their newest location is in Watertown.

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.

