

Else Nutrition to launch Plant-Based Toddler Nutrition at Associated Food Stores

- *Distribution Gains to Expand Else into approximately 300 independent grocery store locations across 8 intermountain states.*



VANCOUVER, BC, May 26, 2021 /CNW/ – **ELSE NUTRITION HOLDINGS INC.** (TSXV: BABY) (OTCQX: BABYF) (FSE: OYL) (**“Else”** or the **“Company”**) the Plant-Based baby, toddler and children nutrition company, announces that it will begin distribution with Salt Lake City-based Associated Food Stores (AFS). AFS operates six corporately owned store banners; Lin’s, Macey’s, Dan’s, Fresh Market and select Ace Hardware stores, as well as serving more than 400 independent grocers in several Western mountain states. AFS is a large retail company, both food and non-food goods, with 1,400 employees and annual revenue of \$1.6B. Else’s Plant-Based Complete Nutrition for Toddlers will soon be available in an initial 32 locations, with KeHe to deploy product up to 300 additional independent grocers in the near future.

“Launching at AFS is very important to us, as it significantly boosts the availability of our whole food, clean label offering to millions of more wanting American parents, looking for real solutions for their children,” stated Hamutal Yitzhak, CEO and Co-Founder of Else Nutrition. “With the potential of being in nearly 300 additional, high quality independent grocery outlets shows our commitment to expand U.S. retail distribution by the end of 2021, and beyond,” she added.

About AFS

Associated Food Stores is an American distributor and retailer co-operative that supplies independently owned retail supermarkets throughout Utah, Arizona, Idaho, Colorado, Montana, Oregon, Nevada, and Wyoming. Membership has grown to more than 400 retailers in the eight intermountain states. AFS continues to be committed to independent retailers by providing quality products, support, and exceptional service. AFS’s corporate office, located in Salt Lake City, Utah, is home to a variety of wholesale and retail operations and support that lead to the success of our member retailers. Services include human resources, retail technology and operations support, insurance service, marketing and design, advertising, accounting, market development, and procurement. AFS’s Distribution Center in Farr West,

Utah, provides groceries, non-foods goods, and other products to the more than 400 retailers. Their core retailers are: Lin's, Macey's, Dan's, Dick's, and Fresh Market. Associated Food Stores was founded on the idea of local grocers banding together to help improve individual businesses and we continue with that philosophy today by sourcing local products when possible.

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 0YL. 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.

TSX Venture Exchange

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Caution Regarding Forward-Looking Statements

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.



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