

Else Nutrition Toddler Products on Shelves in over 1,000 CVS Pharmacy Locations

CVS pharmacy distribution is the first major US drug store retailer and largest national customer for Else Nutrition



VANCOUVER, British Columbia, Sept. 07, 2022 — **ELSE NUTRITION HOLDINGS INC. (BABY) (BABYF) (OYL.F) (“Else” or the “Company”)**, announces that it has begun the rollout to its first major US drug store retailer, through a partnership with CVS Pharmacy.

Else’s Plant-Based Nutrition for Toddlers will be available for purchase in over 1,000 CVS Pharmacy HealthHUB locations across 35 US states. Already on shelves in many of the CVS pharmacy stores listed for distribution, this represents a growth opportunity for Else Nutrition in key markets, as well as access to millions of new households through CVS locations.

“Being available for purchase in CVS is a strategic milestone for Else in the North American market,” said Hamutal Yitzhak, CEO, and Co-Founder of Else Nutrition. “Adding an additional 1,000 doors are a material increase in our footprint in the US market, and we expect the added credibility and customer reach of CVS to compound the growth effect of these new doors,” she continued.

“The placement in HealthHUB locations aligns with our strategy of providing the healthiest possible nutrition to toddlers and kids. This distribution will help introduce Else to new health-conscious consumers as the first choice for minimally processed whole plant nutrition for toddlers,” added Hamutal Yitzhak.

For more information, visit: www.elsenutrition.com or @elsenutrition on Facebook and Instagram.

About Else Nutrition Holdings Inc.

Else Nutrition Holdings Inc. is a food and nutrition company in the international expansion stage 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. The holding company, Else Nutrition Holdings Inc., is a publicly-traded company, listed on TSX Venture Exchange under the trading symbol BABY and is quoted on the US OTC Markets Q.X. board under the trading symbol BABYF and the Frankfurt Exchange under the symbol OYL. Since launching its Plant-Based Complete Nutrition for Toddlers, made of whole foods,

almonds, buckwheat, and tapioca, the brand has received thousands of powerful testimonials and reviews from parents and gained national retailer support from Sprouts Farmers Market, and achieved rapid sales growth. Else became the #1 Best Seller on Amazon in the Fall of 2020 in the New Baby & Toddler Formula Category. It recently won the 'Best Dairy Alternative' Award 2021 at World Plant-Based Expo and was a Nexty Award Finalist at Expo West 2022 in the Plant-Based lifestyle category.

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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 does 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

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A photo accompanying this announcement is available at
<https://www.globenewswire.com/NewsRoom/AttachmentNg/7d88d244-67d1-48a3-a95c-5ce8794d6577>

