

Else Nutrition’s Kids Shakes Fastest Growing “Infant Formula & Toddler Nutrition Drink” in Natural Channel in 2022

- *Else Nutrition Plant Protein Nutritional Vanilla Shake for Kids was recognized as the fastest-growing product in the “Infant Formula & Toddler Nutrition Drink” category by retailer data aggregator SPINS during the last 52 weeks.*
- *The second fastest-growing product was Else Cocoa Kids Shake.*

VANCOUVER, British Columbia, Dec. 13, 2022 — **ELSE NUTRITION HOLDINGS INC. (BABY) (BABYF) (OYL.F) (“Else” or the “Company”)**, announces that the two highest average weekly dollars sold products in the Natural Channel according to SPINS retail data aggregator are both Else Nutrition Kids Shakes. The Else Vanilla flavor Plant Protein Nutritional Kids Shake has been the fastest-growing product amongst natural retailers over the last fifty-two weeks, with the second most popular product being the Else Nutrition Cocoa flavor shakes. The Else Nutrition products placed first and second ahead of all other competitors in the category sold within the Natural Channel.

“The Infant Formula and Toddler Nutrition category is very competitive and one where we truly bring a unique offering. The performance of Else Nutritional Kids Shakes amongst natural retailers is a clear endorsement that Else Nutrition’s plant-based products for children are loved by parents,” said Hamutal Yitzhak, CEO, and Co-Founder of Else Nutrition. “The Kids line is one of our new product offerings launched after our successful Toddler range, and it’s incredibly rewarding to see that parents value it as part of their children’s daily routines for clean, minimally processed nutrition.”

The Infant Formula and Toddler Drink category is one of the fastest-growing categories in the Natural Channel, with plant-based brands leading the growth. Else Nutrition Kids Shakes have consistently outperformed other plant-based products in the category showing that natural customers love the product.

For more information, visit: www.elsenutrition.com or follow Else Nutrition on [LinkedIn](#)

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 OTCQX board in the US 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 to update or revise any forward-looking statements, whether as a result of new information, future events, or otherwise, except as required by law.

A photo accompanying this announcement is available at
<https://www.globenewswire.com/NewsRoom/AttachmentNg/ab05a60b-2cfb-4488-b6b8-9360421e0052>

