

Else Plant-Based Complete Nutrition Shakes for Kids Become #1 & #2 Best-seller on Amazon's Hot New Releases

Plant-Powered Complete Nutrition Shakes in Vanilla and Chocolate Flavors Become #1 and #2 Seller on Amazon's New Releases in Baby & Toddler Nutritional Shake Category within days of launch



VANCOUVER, BC, June 24, 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 its plant-based protein shakes for kids have reached Amazon's top positions in hot new releases in the baby and toddler nutritional shakes category as of June 20th, within days after launch. Amazon updates the rankings based on sales performance of new products.

"We're thrilled to have such favorable early response by parents to our newest products in the Else portfolio," said Hamutal Yitzhak, Else Nutrition's CEO & Co-Founder. "As part of our mission to help change the face of early childhood nutrition, the addition of these new products allows us to offer first of its kind whole food-based, clean label products to many more families.," she added.

Else Plant-Powered Complete Nutrition Shakes provide healthy fats, healthy carbs and plant-powered proteins, as well as over 20 essential nutrients to support healthy growth, filling in nutritional gaps - all with 50% less sugar than leading brands. They can be served as a milk alternative, meal replacement, served alongside meals, or mixed into favorite recipes.

In November of 2020, Else's Plant-Based Complete Nutrition for Toddlers attained the #1 position in Amazon's Hot New Releases in the Baby & Toddler Formula Category.

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

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 ranked last Fall 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.

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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 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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