

Else Prepares to Launch Wide Range of Nutrition Products in Canada, in Response to High Market Demand

Plant-Powered Nutrition Product Range to consist of Baby, Toddler and Children products, to be launched Q1 2022 online and at select brick and mortar retailers.

VANCOUVER, British Columbia, Sept. 27, 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 has developed a wide range of Canada-compliant products, set to launch in Q1 2022. The product range will include baby cereals for 6+ months, a toddler nutrition product, and a line of Children’s complete nutrition products. The Canada-compliant offerings are slated to launch online on Else’s e-store, as well as other Canadian online retailers and brick and mortar chains.

“This is a major milestone for the Company. We are responding to the tremendous demand for Else products by Canadians since the beginning, and we’ve seen rapid double-digit monthly growth in Canada on the online iHerb platform,” said Hamutal Yitzhak, CEO & Co-Founder of Else Nutrition. “Having a dedicated range of products for Canada, making our complete whole food-based solutions more accessible to millions of wanting Canadian families, will open up a pathway for further growth in this high potential market,” she added.

Else Plant-Based Complete Nutrition for Toddlers, which is currently available to Canadians through iHerb, more than doubled its unit sales on the platform this summer. The Canadian Baby Food Market has been experiencing strong growth, reaching almost CAD \$700 million in 2020.

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 include 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,

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