

Else Starts Selling on U.S. Largest Grocery Online Retail Chain Kroger.com

VANCOUVER, British Columbia, Jan. 31, 2022 — **ELSE NUTRITION HOLDINGS INC. (BABY) (BABYF) (OYL.F) (“Else” or the “Company”)** the Plant-Based baby, toddler and children nutrition company, announces that its Plant-Based Complete Nutrition products for Toddler and for Kids are now available on Kroger.com. The products are also available for sale on Kroger-owned Vitacost.com, an E-commerce leader in the healthy/organic foods space.

“Being available through Kroger’s large on-line presence as a grocery leader, marks a great growth milestone for the Company,” said Hamutal Yitzhak, CEO & Co-Founder of Else Nutrition. “Kroger is a leader in grocery, and we’re thrilled that millions of people seeking healthy, clean nutrition for their families, can now access Else on this platform.”

Kroger, the nation’s largest grocery chain, saw its e-commerce sales jump by 79% in 2020, according to eMarketer, with \$11.18 billion in digital sales. Riding the success of its ongoing investments in e-commerce and powered by a COVID-19 surge in online grocery sales, The Kroger Co. entered eMarketer’s annual list of Top 10 U.S. Retail E-Commerce Companies. With nearly 2,800 stores in 35 states under two dozen banners and annual sales of more than \$132.5 billion, Kroger today ranks as one of the world’s largest retailers.

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 won ‘Best Dairy Product Alternative’ at World Plant-Based Expo 2021 in New York earlier in December 2021. 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 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.

Media Contact

Erin Jundef
Brilliant PR
erinj@brilliantpr.com

For more information, contact:

Mrs. Hamutal Yitzhak, CEO, Co-Founder & Director
ELSE Nutrition Holdings Inc.
E: hamutaly@elsenutrition.com
P: +972(0)3-6445095

Mr. Sokhie Puar, Director of Else Nutrition
E: sokhie@elsenutrition.com
P: 604-603-7787

US Investor Relations Contact:

Lytham Partners, LLC
Mr. Ben Shamsian
New York | Phoenix
E: shamsian@lythampartners.com
P: 646-829-9701

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.

A graphic accompanying this announcement is available at
<https://www.globenewswire.com/NewsRoom/AttachmentNg/774220cb-7392-4a9a-bd35-716eb08d45>

