

Else to Expand Sales into Europe with Amazon

VANCOUVER, British Columbia, Nov. 18, 2021 — **ELSE NUTRITION HOLDINGS INC. (BABY.V) (BABYF) (OYL.F) (“Else” or the “Company”)** the plant-based baby, toddler and children nutrition company, is pleased to report on its Amazon progress and plans:

Following its stellar success on Amazon in the US, Else was recently invited by Amazon EU to launch a European unified account that will allow Else to sell its unique products on all of Amazon European marketplaces including the UK, Germany, France, Italy, Spain, the Netherlands, and Sweden representing a market with over 300M people.

Else already started the onboarding process with Amazon’s support and plans to launch its first European market in early 2022.

“We’re very excited by this opportunity offered by Amazon EU,” said Hamutal Yitzhak, CEO & co-founder of Else Nutrition. “Amazon has been a fantastic go-to-market channel for us in the US, and we expect it to perform well also in Europe and in other countries, such as Canada.” She added.

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. 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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