

Former Abbott Laboratories Executives Join Else Nutrition

Former Divisional VP at Abbott Nutrition EMEA, Mr. Simeon Saunders, and former Senior Director Pediatric and Adult nutrition, Mr. Mike Glick, will be responsible for spearheading growth in the Key Global Medical Marketing Channels, and in the North American Subsidiary respectively

VANCOUVER, British Columbia, July 21, 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 announce two strategic additions to the Company’s executive team:

Mr. Simeon Saunders as VP Global Medical Marketing and Scientific Affairs

The Company has hired Mr. Simeon Saunders as VP Global Medical Marketing and Scientific Affairs.

In this capacity, Mr. Saunders will lead the company’s global medical marketing, clinical and regulatory affairs worldwide, to enhance Else’s global expansion in those areas.

Mr. Saunders joined the health care industry after graduating from university, gaining 35 years of commercial experience spanning primary care, specialist pharmaceuticals, and nutritional products in both reimbursed and out of pocket channels (including infant formula, medical nutrition, out of pocket adult supplements, and sports nutrition).

Throughout his career, he held roles of increasing responsibility within sales, marketing, country and general management, and sat on the board of a powder and aseptic liquid manufacturing plant.

Simeon spent 25 years at Abbott Laboratories, where his final role was Divisional Vice President, Abbott Nutrition, for the Europe, Middle East, & Africa (EMEA) Area, before establishing an independent consultancy in 2018.

Mr. Mike Glick, GM and VP Else North America

In this capacity, Mr. Glick will lead the U.S. subsidiary expansion, mainly in medical marketing retail and operations. Mike will also be responsible for the business operations as they expand into Canada. Mike joins Else from a VC-backed healthcare start-up called OFFOR Health where he was the Chief Growth Officer, tripling revenue and team size while helping the business earn Series A funding and it’s first Inc 5000 award.

Mike was previously with a Silicon Valley start-up called Before Brands where he was VP Sales and Marketing for SpoonfulOne, a product to help protect children from developing food allergies. There he led new product launches, digital marketing and E-commerce, along with

building and managing a medical salesforce calling on Pediatricians.

Before that, Mike spent 10+ years with Abbott Nutrition in various Commercial roles in the US and Internationally. As senior director pediatric nutrition within Abbott, he worked mainly in the Pediatric nutrition space on brands like NeoSure, Similac, PediaSure, and Pedialyte.

“We are extremely delighted by the addition of Mike and Simeon to the Company. With decades of experience in infant nutrition, they are precisely what is needed to move forward into the next phase of Growth,” said Hamutal Yitzhak, CEO & Co-Founder of Else Nutrition.

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 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.

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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.

A photo accompanying this announcement is available at

<https://www.globenewswire.com/NewsRoom/AttachmentNg/a5b7b0b6-1a86-4212-bc20-a34594cc0720>

