

KeHE Expands Else Kids Nutrition Product Line with 4 New Flavors to be Potentially Carried Across 30,000 Stores

4 additional flavors of Plant-Powered Complete Nutrition Shakes for Kids soon to be available at retailers serviced by KeHE.

A photo accompanying this announcement is available at <https://www.globenewswire.com/NewsRoom/AttachmentNg/8926efc5-53f7-4aa5-be3d-04bd2f5eb07b>

VANCOUVER, British Columbia, Feb. 02, 2022 — **ELSE NUTRITION HOLDINGS INC. (BABY) (BABYF) (OYL.F) (“Else” or the “Company”)** the Plant-Based baby, toddler and children nutrition company, today announced that following the successful launch and performance of Else Toddler Nutrition at retailers serviced by KeHE Distributors, 4 new Else Kids Nutrition Shake Products are being added to KeHE’s distribution. Else Kids Plant-Based Complete Nutrition for Kids (in 4 flavors: Vanilla, Chocolate, Mango & Chia, Banana & Chia) will soon be available at retailers serviced by KeHE. This sets a potential distribution pathway to nearly 30,000 retail outlets. The first shipment of Else Vanilla and Chocolate is underway with Chia Mango and Chia Banana to be hopefully available later this quarter.

“This is a very encouraging development with one of our key distribution partners,” said Hamutal Yitzhak, CEO & Co-Founder of Else Nutrition. “Complementing our Toddler Nutrition Product with our Kids lineup, gives us a strong boost in shelf presence, and significantly widens our audience, in service of our mission to bring sustainable, Clean Label, Whole Plant-Based Nutrition to wanting families.”

Since launching its Plant-Based Complete Nutrition for Toddlers, which won the Good Housekeeping Parenting Award for 2021, the Else brand has received overwhelming and powerful testimonials and reviews from parents. Else Toddler Nutrition was also awarded “Best Dairy Alternative” at World Plant-Based Expo in December of 2021.

Else Nutrition will soon present its full line of products to KeHE partners at KeHE summer show in New Orleans early Feb 2022.

In January 2021, Else Nutrition was chosen for the high-profile KeHE Distributor’s Elevate program. The program carefully curate unique brands to promote within the American retail market to maximize their growth, success and better serve market demand.

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 Company recently received the World Plant-Based Award for “Best dairy alternative product” in New York at World Plant-Based Expo in late 2021. 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: sokhiep@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

Neither the TSX Venture Exchange nor its regulation services provider (as that term is

defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.

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.

