

Lassens, the Pioneering Organic Grocer from California, Launches Else Complete Nutrition Products in all its Stores

In response to strong consumer demand, Else is expanding its presence in the Western US with plant-based complete nutrition products for toddlers and kids.

VANCOUVER, British Columbia, May 12, 2022 — **ELSE NUTRITION HOLDINGS INC. (BABY) (BABYF) (OYL.F) (“Else” or the “Company”)** the Plant-Based baby, toddler and children nutrition company, announces that it has received approval for its novel Plant-Based Complete Nutrition for Toddlers & Kids to be listed at Lassens Natural Food & Vitamins stores and will be available sometime in May at all 11 retail outlets.

“The expansion of our Clean Label, Plant-Based Nutrition products for early childhood into Lassen’s outlets is important,” said Hamutal Yitzhak, CEO & Co-Founder of Else Nutrition. “This further bolsters Else’s California’s presence, where demand for Else products has already been strong, and further aligns us with a retail partner that echoes our value of providing high quality and healthy natural products to families.”

About Lassens

In 1971 Oda Lassen saw the need in her community for wholesome, low-processed, and additive-free foods and supplements and thus opened the doors of the first Lassen’s Health Food Store. Over 40 years and eleven stores later, Oda’s family and the dedicated Lassen’s team continues to be driven by her original commitment to providing 100% organic produce and uncomplicated, wholesome, good-for-you products.

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 Milan’s Global Food Innovation Summit. 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 on the Toronto Stock Exchange under the trading symbol BABY and quoted on the US OTC Markets QX board under the trading symbol BABYF 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, future events or otherwise, except as required by law.

A photo accompanying this announcement is available at <https://www.globenewswire.com/NewsRoom/AttachmentNg/b9161f02-e58f-416c-a1a4-bdcc083ef98a>

