



Naturally Splendid Appoints E-Commerce Consultant

Vancouver, British Columbia – ACCESSWIRE – February 3, 2021 - Naturally Splendid Enterprises Ltd. ("Naturally Splendid", "NSE" or "the Company") (FRANKFURT:50N) (TSXV:NSP) (OTC:NSPDF) is pleased to announce that Mr. Kris Tarr has agreed to terms increasing his role from Advisor, to a full time consulting position assisting the Company in the area of e-commerce and online marketing.

Mr. Tarr initially joined Naturally Splendid as an Advisor in November 2020 and with this announcement, will be increasing his involvement in developing and implementing the Company's e-commerce and social media strategies.

Kris has focused his professional career on Internet Marketing with an emphasis on Search Engine Optimization and Social Media Automation, skillsets that will prove invaluable as Naturally Splendid continues to extend our e-commerce platform.

As previously reported, Kris' professional career has spanned almost three decades as an Information Technology and Internet Marketing Consultant. He has worked for globally recognized organizations such as Coca Cola, Disney and Nickelodeon. As a consultant he has guided over a hundred small and medium-size businesses developing and implementing online, e-commerce strategies.

Kris has pioneered e-commerce and social media strategies for the online industry, including a position as Senior SEO Strategist for Bodog, a major online gaming brand. Kris has also held the positions of ITSM Head, CTO and IT Solutions Provider at Oriental Game, Asia's leading online gaming solutions provider.

Kris' entrepreneurial spirit has led him to establish numerous lucrative business ventures and he has built and operated many successful search engines. He co-founded Waveless Websystems Inc. where he developed eCommerce solutions for the home building industry, which led him to Southeast Asia to expand the company's software development team.

Mr. Tarr states, *"I am excited to expand my role with the Company and to be able to combine my personal lifestyle and beliefs surrounding a plant-based diet, with my professional aptitude and expertise in SEO and social media optimization. I look forward to implementing a comprehensive strategy to drive online sales across the brands at Naturally Splendid"*.

Naturally Splendid Enterprises, Ltd.

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The COVID-19 pandemic has accelerated Canadian usage of e-commerce with on-line grocery being a significant benefactor. The share of Canadians who shopped online has increased significantly from five percent in 2016 to approximately 17% in 2020 according to industry statistics. Much of these gains are anticipated to remain post pandemic.

Naturally Splendid CEO Mr. J. Craig Goodwin states, *“We look forward to supporting Kris in his increased role with the Company. An online shopping platform has never been more important than it is today as a shift in consumer buying trends to online has been accelerated due to the ongoing pandemic. Shopping habits for many consumers have now been altered to include online shopping as part of their daily routine and we are committed to providing this service to our clients”.*

For more information e-mail info@naturallysplendid.com or call Investor Relations at 604-673-9573

On Behalf of the Board of Directors

Mr. J. Craig Goodwin
CEO, Director

Contact Information

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About Naturally Splendid Enterprises Ltd.

NSE operates a Safe Quality Food Level 2 certified food manufacturing facility just outside Vancouver, BC in Canada. The Company has established numerous healthy, functional foods under recognized brands such as Natera Sport™, Natera Hemp Foods, CHII, Elevate Me™ and Woods Wild Bar™, and most recently Natera Plant Based Foods, a line of plant-based meat alternatives for the rapidly growing plant-based market segment. The Company has a myriad of new products and line extensions under development that are approaching launch. NSE, through its joint venture Plasm Pharmaceutical, has been approved for conducting a phase 2 clinical trial

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approved by Health Canada for treatment of COVID-19. NSE has also developed proprietary technologies for the extraction of high demand, healthy omega 3 and 6 oils from hemp. NSE contract manufacturer for healthy, functional food products and ingredients focusing on plant-based ingredients. The Company provides contract manufacturing services for many healthy food companies, private labelling a wide variety of nutritional food products destined for global healthy food markets.

Forward-Looking Statements

Information set forth in this news release contains forward-looking statements that are based on assumptions as of the date of this news release. These statements reflect management's current estimates, beliefs, intentions and expectations. They are not guarantees of future performance. Naturally Splendid cautions that all forward looking statements are inherently uncertain and that actual performance may be affected by a number of material factors, many of which are beyond Naturally Splendid's control including, Naturally Splendid's ability to compete with large food and beverage companies; sales of any potential products developed will be profitable; sales of shelled hemp seed will continue at existing rates or increase; the ability to complete the sales of all bulk hemp seed purchase orders; and the risk that any of the potential applications may not receive all required regulatory or legal approval. Accordingly, actual and future events, conditions and results may differ materially from the estimates, beliefs, intentions and expectations expressed or implied in the forward-looking information. Except as required under applicable securities legislation, Naturally Splendid undertakes no obligation to publicly update or revise forward-looking information.

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