NEWS RELEASE

Else Nutrition Launches on JD.com - China's Largest E-tailer

- *Less than 2 months after launching in China, Else Nutrition opens a flagship store in the largest internet company by revenue in China - JD.com*
- *Else featured on ChinaDaily.com.cn, and received a bestseller rank on Tmall*

VANCOUVER, BC, November 16, 2022 - ELSE NUTRITION HOLDINGS INC. (BABY) (BABYF) (0YL.F) **("Else"** or the **"Company"),** announces that following a successful launch on Tmall in September, it is increasing its efforts in penetrating the Chinese market with the launch of a second online store, with JD.com. This launch comes at the start of the two busiest shopping months of the year in China and is expected to significantly accelerate Else product penetration amongst Chinese parents.

Since launching direct-to-consumer sales through Tmall, Else has been featured on ChinaDaily.com.cn and listed as a bestseller on Tmall in the category. Else plans to take advantage of the success so far to increase brand awareness and sales during the Double 11 and Double 12 shopping holidays in China.

“The reception for Else Nutrition products amongst Chinese consumers and key opinion leaders has been excellent, for this reason we made the decision to launch our second store in China on JD.com - China’s largest e-tailer” said Hamutal Yitzhak, CEO, and Co-Founder of Else Nutrition. “We expect a very good response and accordingly have decided to increase the shipments to China in the coming months in anticipation of this demand.”

JD.com is China’s largest online retailer, as well as the country’s biggest Internet company by revenue. JD has 580 million annual active customers, and the Else Nutrition JD store will allow parents on the platform to purchase Else Toddler and Baby Super Cereal products directly. The additional exposure to the JD audience is expected to increase the sales of Else Nutrition products to new Chinese customers in the coming months.

For more information, visit: www.elsenutrition.com or follow Else Nutrition on LinkedIn

About Else Nutrition Holdings Inc.

Else Nutrition Holdings Inc. is a food and nutrition company in the international expansion stage 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. The holding company, Else Nutrition Holdings Inc., is a publicly-traded company, listed on TSX Venture Exchange under the trading symbol BABY and is quoted on the OTCQX board in the US under the trading symbol BABYF and the Frankfurt Exchange under the symbol 0YL. Since launching its Plant-Based Complete Nutrition for Toddlers, made of whole foods, almonds, buckwheat, and tapioca, the brand has received thousands of powerful testimonials and reviews from parents and gained national retailer support from Sprouts Farmers Market, and achieved rapid sales growth. Else became the #1 Best Seller on Amazon in the Fall of 2020 in the New Baby & Toddler Formula Category. It recently won the 'Best Dairy Alternative' Award 2021 at World Plant-Based Expo and was a Nexty Award Finalist at Expo West 2022 in the Plant-Based lifestyle category.

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