



NEWS RELEASE

Else Nutrition to Launch its Products in One of the Largest Independent Supermarket Operators in North America

The Retailer was Recently Ranked the Fifth Largest Private Company and Second Largest Supermarket Operator in the U.S.

Else Kids & Toddler Product Lines to Enter Hundreds of Additional Stores, Reaching Millions of New Potential Customers



VANCOUVER, BC, March 20, 2024 - ELSE NUTRITION HOLDINGS INC. ([BABY](#)) ([BABYF](#)) ([OYL.F](#)) ("Else" or the "Company"), is proud to announce adding another major U.S. retailer to its distribution network, one of the largest supermarket operators in North America with more than 420 stores across the U.S. This major retailer will carry Else's kids and toddler product lines, which are expected to hit the retailer's shelves by the end of the second quarter of 2024.

The prestigious retailer was recently ranked the fifth largest private company and second largest supermarket operator in the U.S. by Forbes and was named the top U.S. grocery retailer in an influential grocery industry ranking released earlier this year. The San Antonio-based supermarket retailer, with annual sales of \$43 billion, made history by becoming the first grocer to secure the number one spot three times in the national Dunnhumby Retailer Preference Index.



"This is a major development for Else, placing our core products at one of the largest supermarket operators in North America—significantly expanding our U.S. footprint to reach millions of new potential customers," said Hamutal Yitzhak, Else Nutrition CEO & Co-Founder. "We are proud to have been selected to collaborate with a retailer of such prominence, which we believe is further validation of the quality of our products and the market demand for a tasty and nutritious plant-based alternative to dairy-based products. We look forward to mirroring our success with other retailers and providing their customers with access to our wholesome, clean label products."

As part of this collaboration, Else Nutrition will be listing a range of its innovative products including:

- Toddler Organic
- Toddler Omega
- Kids Ready-to-Drink Chocolate Shakes
- Kids Ready-to-Drink Vanilla Shakes

To delve deeper into Else Nutrition's offerings and its revolutionary approach to kids' nutrition, visit www.elsenutrition.com

About Else Nutrition Holdings Inc.

Else Nutrition Holdings Inc. (TSX: BABY, OTCQX: BABYF, FSE: OYL) is a food and nutrition company in the international expansion stage focused on developing innovative, clean, and whole 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 formulas. 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, gained national retailer support, and achieved rapid sales growth.

Awards and Recognition:

- "2017 Best Health and Diet Solutions" award at Milan's Global Food Innovation Summit
- #1 Best Seller on Amazon in the Fall of 2020 in the New Baby & Toddler Formula Category
- "Best Dairy Alternative" Award 2021 at World Plant-Based Expo
- Nexty Award Finalist at Expo West 2022 in the Plant-Based lifestyle category
- During September 2022, Else Super Cereal reached the #1 Best Seller in Baby Cereal across all brands on Amazon



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TSX

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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 does 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.