



CSE: MOOO
OTCQB: MOOOF
FWB: 0I5A, WKN: A3D8PP

NEWS RELEASE

bettermoo(d) to Investigate Investment and Potential Takeover Opportunities Following Moodrink™'s Successful Canada-wide Launch

Vancouver, British Columbia, Canada – March 01, 2024 – **bettermoo(d) Food Corporation** (CSE: **MOOO**), (OTCQB: **MOOOF**), (Frankfurt: **0I5A**, WKN: **A3D8PP**) (the “**Company**” or “**bettermoo(d)**”) is pleased to announce that it intends to investigate opportunities for a takeover or investment by a major Consumer Packaged Goods (CPG) company in the industry. Due to the Company’s innovative product offering, and recent successful nationwide launch of Moodrink™ (see [press release](#) dated February 2, 2024) which saw the product sell out in select stores across Canada (see [press release](#) dated February 16, 2024), the Company is becoming a major disruptor in the dairy alternative space. Additionally, the Company has established a strong brand identity by teaming up with impactful partners, which together have amassed 37 million followers across various social media platforms, including TikTok, Facebook, Instagram, X (formerly twitter) and YouTube, which adds to the list of attractive attributes major companies are looking for.

“We believe we can be an attractive target for a takeover or investment by a major Consumer Packaged Goods company looking to make an entrance, or further bolster their position, in the dairy replacement market. Thanks to our recent launch of Moodrink™, and its strong reception in Canada, bettermoo(d)’s stature has been significantly elevated. Our unique branding, combined with our innovative product, which focuses on having the best nutrition and taste in the market, significantly differentiates the product from competitors,” said Nima Bahrami, CEO of bettermoo(d).

In the event of a suitable offer, the Company will provide shareholders and the market with further updates as it investigates potential opportunities in the industry.

ABOUT BETTERMOO(D) FOOD CORPORATION

bettermoo(d) Food Corporation is an innovative plant-based dairy alternative food and beverage company based in Vancouver, British Columbia Canada, launching Moodrink™, a nutritious dairy-alternative beverage with a revolutionary flavour. Moodrink™ includes a blend of herbs and flowers similar to what cows ate, before the time of mass livestock production. Like rich dairy products, Moodrink™ contains added healthy plant fats and vitamins, so consumers don’t miss out. The “Moodrink” is just the beginning of the revolution for the Vancouver based dairy-alternative company, bettermoo(d).

Driven by the motto “What A Cow Eats and A Human Needs” bettermoo(d) seeks to produce dairy alternative products that are good for both people and the planet – ensuring that all products are nutritious and sustainably sourced, and that also emulate the great taste of traditional milk from the Alps regions of Switzerland, France and Austria. Working with food scientists, the Company’s goal is to conduct continuous food research and development programs with the aim of rolling out a full line of dairy

alternative products, including Moogurt and Bætter, as well as many other products, that are better for YOU and better for the planet.

ON BEHALF OF THE BOARD of DIRECTORS

Nima Bahrami

Chief Executive Officer and Director

bettermoo(d) Food Corporation

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