

Eat Well Group's Investee Company Amara Organic Foods Named Top 25 Fastest Growing Direct to Consumer Brands

Business Insider ranks Amara Organic Foods the 5th fastest growing direct to consumer brand according to Similarweb data while Good Housekeeping adds Amara to its best organic baby foods list for 2022

Vancouver, BC – May 10, 2022: Eat Well Investment Group Inc. (the “**Company**” or “**Eat Well Group**” or “**EWG**”) (CN:EWG) (US:EWGFF) (FRA:6BC0) is pleased to announce that one of its investee companies, [Amara Organic Foods](#) (“**Amara**”), has been ranked as the 5th fastest growing direct to consumer (“**D2C**”) brand by Business Insider and named to Good Housekeeping’s (“**GH**”) list of the 12 Best Organic Baby Food Brands.

Business Insider has compiled a list of the [25 fastest-growing direct-to-consumer brands](#) across food, personal care, and health and are ranked according to monthly traffic and Q1 growth from Similarweb data. Amara secured the 5th slot out of 25 with average monthly visits to the website reaching nearly 40,000 and quarter-over-quarter web-traffic growth of 286%.

“To be considered one of the fastest growing D2C brands is a tremendous honour and validates what our entire team at Amara continues to build, our goal remains to become a household name in infant nutrition,” stated Jessica Sturzenegger, CEO & Founder of Amara. “More and more parents and families are looking for healthier, more nutritious and affordable plant-based foods for their babies and toddlers. We are continuing to expand our distribution channels and will drive step changes in 2022 and beyond,” continued Sturzenegger.

Additionally, Good Housekeeping has named Amara to its list of the [12 Best Organic Food Brands, According to Moms and Babies](#). Good Housekeeping tested several brands through a panel of children, parents and GH editors to see which organic food products are the best for babies while also including information on what measures are being taken to minimize heavy metals.

According to GH, “Our nutrition experts rave about these organic plant-based meals in powder form. The method Amara uses does not require repeated high heat processes. Just add water, formula or breastmilk to the mix and you have a healthy meal ready for your little one in seconds. Testers loved that the wholesome offerings were conveniently shelf-stable and featured unique superfood combos like applesauce with maqui berry”.¹

“Amara reflects a component of our investment policy in action: acquire or invest in companies that are disrupting their respective domains within plant-based foods,” commented Marc Aneed, Chief Executive Officer & Director of Eat Well Group. “Amara is executing with excellence as we apply our capital to help accelerate scale, with a goal of generating capital appreciation and investment income on behalf of our shareholders” continued Aneed.

To learn more, join Eat Well Group’s [mailing list](#) for important updates.

ABOUT EAT WELL GROUP

Eat Well Group is a publicly-traded investment company primarily focused on high-growth companies in the agribusiness, food tech, plant-based and ESG (environmental, social and governance) sectors. Eat Well Group’s management team has an extensive record of sourcing, financing and building successful companies across a broad range of industries and maintains a current investment mandate on the health/wellness industry. The team has financed and invested in early-stage venture companies

¹ <https://www.goodhousekeeping.com/childrens-products/g31001152/best-organic-baby-food/>
LEGAL_38498596.2

for greater than 25 years, resulting in unparalleled access to deal flow and the ability to construct a portfolio of opportunistic investments intended to generate superior risk-adjusted returns.

Contact Information

Eat Well Investment Group Inc.

Marc Aneed, CEO

ir@eatwellgroup.com

www.eatwellgroup.com

Disclaimer for Forward Looking Statements

This news release contains “forward-looking information” and “forward-looking statements” within the meaning of applicable Canadian and United States securities laws (collectively, “forward-looking information”). Forward-looking information are often, but not always, identified by the use of words such as “seek,” “anticipate,” “believe,” “plan,” “estimate,” “expect,” “likely” and “intend” and statements that an event or result “may,” “will,” “should,” “could” or “might” occur or be achieved and other similar expressions. Forward-looking information in this news release includes future anticipated business developments for the companies in which Eat Well Group invests as well as projections about changes in the global food supply. Forward-looking information is based on assumptions that may prove to be incorrect, including but not limited to changes to the global food supply and the ability of the Belle to meet that change in demand. The Company considers these assumptions to be reasonable in the circumstances. However, forward-looking information is subject to business and economic risks and uncertainties and other factors that could cause actual results of operations to differ materially from those expressed or implied in the forward-looking information. Such risks include, without limitation: changes in the global food supply and the ability of Belle to meet such change in demand, changes in political and economic conditions in eastern Europe and elsewhere, the price of key agricultural crops, and the availability of resources, including employees and capital, to meet increases in demand. For more information on the Company and the risks and challenges of their businesses, investors should review their annual filings that are available at www.sedar.com.

The Canadian Securities Exchange has neither approved nor disapproved the information contained herein and does not accept responsibility for the adequacy or accuracy of this news release.