

PlantX Launches New Online Shopping Subscription Service and Provides Corporate Update

VANCOUVER, Nov. 22, 2021 /CNW/ - PlantX Life Inc. (CSE: VEGA) (Frankfurt: WNT1) (OTCQB: PLTXF) ("PlantX" or the "Company") is pleased to announce the launch of its new product subscription service that allows customers to arrange automatic fulfillments of their favorite PlantX products at a discount on a pre-set interval.



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The new subscription capability allows customers to subscribe to recurring deliveries of any product of their choice on the PlantX website. By signing up for this service, customers can seamlessly access the PlantX items they need and want the most on a weekly, biweekly or monthly basis. The service also provides customers the opportunity to experience savings by offering a discount on each product customers subscribe to. The new subscription service aims to improve the PlantX customer experience by empowering consumers to design personalized and flexible shopping plans that can be tailored to their lifestyle.

"One of our main goals at PlantX is to be a positive force that helps customers make healthy choices by facilitating their plant-based journey," said PlantX Founder, Sean Dollinger. "The new subscription service aims to overcome potential barriers to a healthy lifestyle such as time and cost, by enabling customers to benefit from a simple, flexible and cost-effective way to navigate the shopping process."

Corporate Update

PlantX is pleased to announce its micro-influencer marketing strategy by engaging certain micro-influencers on social media platforms including TikTok and Twitter.

PlantX has engaged eighteen (18) influencer accounts on TikTok and nine (9) influencer accounts on Twitter that have thousands of followers and the ability to engage millions of users through their social media campaigns. Each of the micro-influencer accounts will be posting content and provide coverage of PlantX news releases to their dedicated audiences.

"We live in a time where brands and companies can significantly boost their popularity with viral content focused on social media apps," said PlantX Chief Marketing Officer, Alex Hoffman. "With our micro-influencer strategy, we believe we can reach a wider audience while leveraging the influencers' knowledge to help us position our news in a more effective way."

"PlantX is always looking to adopt the most effective and impactful marketing strategies and leveraging the power of social media is a crucial component of our marketing efforts," said PlantX Founder, Sean Dollinger. "This new strategy is intended to target audiences, boost engagement and grow the PlantX community."

As part of the micro-influencer strategy, the Company entered into marketing agreements as follows:

Consultant	Start Date	End Date	Cash Compensation
Anthony Barber Jr.	October 26, 2021	November 26, 2021	\$309.40 flat fee
Alex Prose	October 10, 2021	November 10, 2021	\$624.00 flat fee
William Hutton	October 11, 2021	November 11, 2021	\$249.64 flat fee
Matt Rego	October 12, 2021	November 12, 2021	\$249.22 flat fee
Johnny Tran	October 6, 2021	November 6, 2021	\$630.65 flat fee
Graham Stevens	October 6, 2021	November 6, 2021	\$126.13 flat fee
Rohail Hemani	October 6, 2021	November 6, 2021	\$1,261.30 flat fee
Mohammed Ashraf	October 12, 2021	November 12, 2021	\$634.58 flat fee
Ryan Yanch	October 6, 2021	November 6, 2021	\$630.65 flat fee
Tarek Saifo	September 16, 2021	December 31, 2021	\$100.14 per post + \$25.16 per 1,000 views
Tyler Yanes	September 16, 2021	December 31, 2021	\$125.18 per post + \$25.16 per 1,000 views
Sierra Boxberger	September 16, 2021	December 31, 2021	\$62.59 per post + \$25.16 per 1,000 views
Shane Mertz	September 16, 2021	December 31, 2021	\$500.72 per post
James Teel	September 16, 2021	December 31, 2021	\$625.90 per post
Samira Francois	September 16, 2021	December 31, 2021	\$87.63 per post + \$25.16 per 1,000 views
Oscar Pascencia	September 16, 2021	December 31, 2021	\$100.14 per post + \$25.16 per 1,000 views
Mike Da Silva	September 16, 2021	December 31, 2021	\$125.18 per post + \$25.16 per 1,000 views
Sam Elfarra	September 16, 2021	December 31, 2021	\$62.59 per post + \$25.16 per 1,000 views
Josh Bishop	September 16, 2021	December 31, 2021	\$469.43 per post
Jon Marino	September 16, 2021	December 31, 2021	\$62.59 per post + \$25.16 per 1,000 views
Jeanine Saleh	September 16, 2021	December 31, 2021	\$125.18 per post + \$62.59 per 1,000 views
Vatche Kaprielian	September 16, 2021	December 31, 2021	\$62.59 per post + \$25.16 per 1,000 views
Harrison Zeldin	September 16, 2021	December 31, 2021	\$250.36 per post + \$12.52 per 1,000 views
Dawna Sharari	September 16, 2021	December 31, 2021	\$375.54 per post
Kevin Detrich	September 16, 2021	December 31, 2021	\$416.85 per post
Brandon To	October 11, 2021	December 31, 2021	\$124.82 per post + \$24.96 per 1,000 views
Anjav Shah	September 16, 2021	December 31, 2021	\$62.59 per post + \$25.16 per 1,000 views

Each influencer is an arm's length party to the Company. Certain functions of the influencers are anticipated to include "investor relations activities" under the policies of the Canadian Securities Exchange and applicable securities laws. To the knowledge of the Company, the influencers do not currently own or control any securities of the Company.

About PlantX Life Inc.

As the digital face of the plant-based community, PlantX's platform is the one-stop-shop for everything plant-based. With its fast-growing category verticals, the Company offers customers across North America more than 5,000 plant-based products. In addition to offering meal and indoor plant deliveries, the Company currently has plans underway to expand its product lines to include cosmetics, clothing and its own water brand — but the business is not limited to an e-commerce platform. The Company uses its digital platform to build a community of like-minded consumers and, most importantly, provide education. Its successful enterprise is being built and fortified on partnerships with top nutritionists, chefs and brands. The Company eliminates the barriers to entry for anyone interested in living a plant-based lifestyle and thriving in a longer, healthier and happier life.

The Company website is <http://investor.PlantX.com/>.

To visit the Company's YouTube channel, [click here](#).

Forward Looking-Information

This press release contains "forward-looking information" within the meaning of applicable securities laws. All statements contained herein that are not clearly historical in nature may constitute forward-looking information. In some cases, forward-looking information can be identified by words or phrases such as "may," "will," "expect," "likely," "should," "would," "plan," "anticipate," "intend," "potential," "proposed," "estimate," "believe" or the negative of these terms, or other similar words, expressions and grammatical variations thereof, or statements that certain events or conditions "may" or "will" happen, or by discussions of strategy. The forward-looking information contained herein includes, without limitation, statements relating to the availability and features of the Company's subscription service, the Company's micro-influencer marketing strategy and the business and strategic plans of the Company.

By its nature, forward-looking information is subject to inherent risks and uncertainties that may be general or specific and which give rise to the possibility that expectations, forecasts, predictions, projections or conclusions will not prove to be accurate; that assumptions may not be correct; and that objectives, strategic goals and priorities will not be achieved. A variety of factors, including known and unknown risks, many of which are beyond our control, could cause actual results to differ materially from the forward-looking information in this press release including, without limitation: the Company's ability to comply with all applicable governmental regulations including all applicable food safety laws and regulations; impacts to the business and operations of the Company due to the COVID-19 epidemic; a limited operating history; the ability of the Company to access capital to meet future financing needs; the Company's reliance on management and key personnel; competition; changes in consumer trends; foreign currency fluctuations; and general economic, market or business conditions.

Additional risk factors can also be found in the Company's continuous disclosure documents, which have been filed on SEDAR and can be accessed at www.sedar.com. Readers are cautioned to consider these and other factors, uncertainties and potential events carefully and not to put undue reliance on forward-looking information. The forward-looking information contained herein is made as of the date of this press release and is based on the beliefs, estimates, expectations and opinions of management on the date such forward-looking information is made. The Company undertakes no obligation to update or revise any forward-looking information, whether as a result of new information, estimates or opinions, future events or results or otherwise or to explain any material difference between subsequent actual events and such forward-looking information, except as required by applicable law.

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