



## **PlantX Adds JUST Egg, the Leading Plant-Based Egg, to Ecommerce Fulfillment Platform**

VANCOUVER, British Columbia December 11, 2023 — PlantX Life Inc. (CSE: VEGA) (Frankfurt: WNT1) (OTCQB: PLTXF) (“PlantX” or the “Company”), the digital face of the plant-based community, operating a one-stop shop for plant-based products, proudly announces the integration of JUST Egg’s product line into its expanding ecommerce fulfillment platform. This strategic collaboration signifies a remarkable achievement as JUST Egg's entire product range becomes readily available for online orders and direct-to-consumer fulfillment, leveraging the seamless services provided by PlantX.

As a pioneer in alternative proteins and the creator of the plant-based egg market, JUST Egg has consistently demonstrated leadership in plant-based innovation. Their commitment to crafting a delicious and functional plant-based egg aligns seamlessly with PlantX's mission to make sustainable and cruelty-free products easily accessible to consumers. PlantX is proud to play a pivotal role in extending JUST Egg's reach to households across the United States.

Lorne Rapkin, CEO of PlantX, expressed enthusiasm about the collaboration, stating, "JUST Egg is a game-changing plant-based product. Before its introduction to the market, there was nothing like it. At PlantX, JUST Egg stands out as a best-seller across all markets and platforms. It's a featured item on our Venice Beach store menu and a highlight on weekend brunch menus at our food hall. Partnering with such an innovative first mover is beyond exciting for us, and we are grateful to work alongside the JUST Egg team to bring their groundbreaking innovations to doorsteps across America."

"We're pleased to be partnering with PlantX to offer JUST Egg enthusiasts a convenient option to get their favorite products delivered quickly and affordably," said Thomas Rossmeissl, Head of Marketing for JUST Egg. "They've also helped us address challenges faced by our sales and marketing teams, including providing efficient, temperature-controlled delivery for customer samples nationwide."

With PlantX's seamless ecommerce fulfillment solutions, JUST Egg enthusiasts can now conveniently order their favorite products online, broadening accessibility and providing a hassle-free shopping experience. This collaboration signifies a shared commitment to advancing the plant-based movement and making sustainable choices more accessible to consumers nationwide.

### **About PlantX Life**

As the digital face of the plant-based community, PlantX’s platform is a one-stop shop for plant-based products. With its fast-growing category verticals, the Company offers customers across North America more than 5,000 plant-based products. In addition to offering delivery service for meals and indoor plants, the Company currently has plans underway to expand its product lines to include a juice and coffee company. The Company uses its digital platform to build a community of like-minded consumers and, most importantly, to provide education. Its successful enterprise is being built and fortified on partnerships with the top nutritionists, chefs, and brands. The Company’s digital presence works to eliminate the barriers to entry for anyone interested in living a plant-based lifestyle and thriving in a longer, healthier, and happier life.

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## About Eat Just inc.

Eat Just is a food technology company with a mission to build a healthier, safer and more sustainable food system in our lifetimes. The company's expertise, from functionalizing plant proteins to culturing animal cells, is powered by a world-class team of scientists and chefs spanning more than a dozen research disciplines. Eat Just created one of America's fastest-growing egg brands, which is made entirely of plants, and the world's first-to-market meat made from animal cells instead of slaughtered livestock. The company has been recognized as one of Fast Company's "Most Innovative Companies," Entrepreneur's "100 Brilliant Companies," CNBC's "Disruptor 50" and a World Economic Forum Technology Pioneer. JUST Egg has been named among Popular Science's "100 Greatest Innovations" and Fast Company's "World Changing Ideas" and the history-making debut of GOOD Meat was heralded as one of 2020's top scientific breakthroughs by The Guardian, Vox and WIRED.

## 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 regarding the availability of Future Farm products, PlantX promotional events 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: receiving sufficient demand for the Offering; 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; the conflict in eastern Europe; having 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](http://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.