



## **Better Plant Subsidiary NeonMind Announces Filing of Final Prospectus in Connection with an Initial Public Offering**

**Vancouver, B.C. – December 10, 2020: Better Plant Sciences Inc. (CSE: PLNT) (OTCQB: VEGGF) (FSE: YG3) (“Better Plant”) or (the “Company”)** announces that on December 9, 2020 its majority owned subsidiary NeonMind Biosciences Inc. (“**NeonMind**”) obtained a receipt for a final prospectus for an initial public offering (the “**NeonMind IPO**”) for the sale of up to 46,000,000 units at \$0.10 per unit (the “**Units**”) to generate gross proceeds of up to \$4,600,000, in conjunction with a conditional approval for listing on the Canadian Securities Exchange (the “**Exchange**”). The Units are being offered for sale to the public in the provinces of British Columbia, Alberta, Saskatchewan, Manitoba and Ontario through NeonMind’s agent, Mackie Research Capital Corporation.

No securities in Better Plant are being sold as part of the NeonMind IPO offering. The listing of NeonMind on the Exchange will not affect the listing of Better Plant and Better Plant’s common stock will continue to trade on the Exchange under the ticker symbol “PLNT”, and continue to trade on the OTCQB under the ticker symbol “VEGGF”.

The NeonMind IPO is subject to a minimum subscription of 20,000,000 Units (the “**Minimum Subscription Amount**”). The Exchange granted NeonMind conditional approval to its common shares for trading on the Exchange, subject to a number of conditions, including raising the Minimum Subscription Amount. Each Unit will consist of one common share in the capital of NeonMind (a “**NeonMind Share**”) and one share purchase warrant to purchase one additional NeonMind Share of NeonMind at a price of \$0.20 per share for a period of 12 months from the closing of the NeonMind IPO. Upon the successful completion of the NeonMind IPO and subject to regulatory approval, it is anticipated that NeonMind Shares will be listed for trading on the Exchange under the stock symbol “**NEON**”. Better Plant currently owns 33,313,500 NeonMind Shares out of 66,430,500 NeonMind Shares currently issued and outstanding. Better Plant also owns 55,000,000 warrants (the “**NeonMind Warrants**”) to purchase NeonMind Shares at \$0.20 per share until May 6, 2022. The NeonMind Shares and NeonMind Warrants owned by

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Better Plant are subject to an escrow agreement whereby the securities will be released in tranches over a 35 month period, beginning 30 days after the date NeonMind's common shares begin to trade on the Exchange. Currently, Better Plant owns approximately 50.1% of the outstanding and issued NeonMind Shares. Under the NeonMind IPO, up to an additional 46,000,000 NeonMind Shares could be issued, assuming the over-allotment option is exercised, resulting in up to 112,430,500 NeonMind Shares issued and outstanding, which could reduce Better Plant's ownership percentage in NeonMind to as low as 29.6%. There is no guarantee that NeonMind will achieve the Minimum Subscription Amount required to complete the NeonMind IPO.

NeonMind is developing products that contain legal medicinal mushrooms and it is engaged in preclinical research into potentially therapeutic uses of compounds found in psychedelic mushrooms. NeonMind has filed 5 US provisional patent applications claiming methods of aiding in weight loss, treating compulsive eating disorder, treating obesity or a complication of obesity, and/or altering the diet of an individual by administering psilocybin and/or other psychedelic compounds or their analogs or by administering psilocybin or its analog in conjunction with therapy or other treatments. NeonMind's long-term goal is to develop one or more products that incorporate restricted psychedelic substances to treat illness, with its product candidate being developed to treat obesity and promote or cause weight loss.

More information on NeonMind and the NeonMind IPO can be found in NeonMind's final prospectus which is available on SEDAR at [www.sedar.com](http://www.sedar.com) under issuer information for NeonMind Biosciences Inc.

No securities regulatory authority has either approved or disapproved the contents of this news release. This news release does not constitute an offer to sell or the solicitation of an offer to buy, nor shall there be any sale or any acceptance of an offer to buy these securities in any jurisdiction in which such offer, solicitation or sale would be unlawful.

The securities under the IPO have not been, and will not be, registered under the *United States Securities Act of 1933*, as amended (the "**U.S. Securities Act**"), or the securities laws of any state

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of the United States and may not be offered, sold or delivered, directly or indirectly, in the United States or to, or for the account of benefit of, U.S. Persons (as such term is defined in Regulation S under the U.S. Securities Act), except pursuant to an exemption from the registration requirements of the U.S. Securities Act and applicable state securities laws. This news release does not constitute an offer to sell or solicitation of an offer to buy any of these securities in any jurisdiction in which the offering or sale is not permitted.

### **About Better Plant Sciences Inc.**

Better Plant offers plant-based products for optimum health and wellness. It is a vertically integrated company with a team whose complementary experience enables acquisition, development, manufacturing, and direct-to-consumer distribution of our products. Its all-natural products vary in use from pain treatment to disease prevention to skin care, all without chemicals or harmful ingredients. It has an extensive catalogue of over 400 proprietary product formulas. Better Plant currently has over 75 plant-based products for sale through eCommerce and/or in retail stores under the brands Jusu, Urban Juve, and Wright & Well. Better Plant also owns approximately 51% of NeonMind.

For more information about Better Plant, visit [betterplantsciences.com](https://betterplantsciences.com) or follow [@betterplantsciences](https://www.instagram.com/betterplantsciences) on Instagram. Buy Jusu plant-based home and body products at [getjusu.com](https://getjusu.com) and buy plant-based Urban Juve skin care products at [urbanjuve.com](https://urbanjuve.com).

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*The Canadian Securities Exchange has not reviewed, approved or disapproved the contents of this news release.*

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### **Cautionary Statement Regarding Forward-Looking Statements**

*This press release includes forward-looking information and statements (collectively, “forward looking statements”) under applicable Canadian securities legislation. Forward-looking statements are necessarily based upon a number of estimates, forecasts, beliefs and assumptions that, while considered reasonable, are subject to known and unknown risks, uncertainties, and other factors which may cause actual results and future events to differ materially from those expressed or implied by such forward-looking statements. Such risks, uncertainties and factors include, but are not limited to: risks related to the development, testing, licensing, brand development, availability of packaging, intellectual property protection, reduced global commerce and reduced access to raw materials and other supplies due to the spread of COVID-19, the potential for not acquiring any rights as a result of the patent application and any products making use of the intellectual property may be ineffective or the company may be unsuccessful in commercializing them; and other approvals will be required before commercial exploitation of the intellectual property can happen. Demand for the company’s products, general business, economic, competitive, political and social uncertainties, delay or failure to receive board or regulatory approvals where applicable, and the state of the capital markets. Better cautions readers not to place undue reliance on forward-looking statements provided by Better, as such forward-looking statements are not a guarantee of future results or performance and actual results may differ materially. The forward-looking statements contained in this press release are made as of the date of this press release, and Better expressly disclaims any obligation to update or alter statements containing any forward-looking information, or the factors or assumptions underlying them, whether as a result of new information, future events or otherwise, except as required by law.*