



**Better Plant’s Subsidiary NeonMind to Complete Fully Subscribed IPO and Commence Trading on Monday, January 4, 2021 under the symbol NEON**

**Vancouver, B.C. – December 29, 2020: Better Plant Sciences Inc. (CSE: PLNT) (OTCQB: VEGGF) (FSE: YG3) (“Better Plant”)** announces the common shares of its partially owned subsidiary NeonMind Biosciences Inc. (“**NeonMind**”) are now approved for trading on the Canadian Securities Exchange (the “**Exchange**”) as a new listing under the stock ticker symbol “**NEON**”. NeonMind expects to close its fully subscribed Initial Public Offering on December 30, 2020 and commence trading on the Exchange under the symbol “NEON” on Monday, January 4, 2021.

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”. Better Plant owns 33,313,500 common shares in NeonMind, which are subject to an escrow agreement which releases the shares for transfer in tranches over a 3 year period, in accordance with National Policy 46-201.

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.

**About NeonMind Biosciences Inc.**

NeonMind plans to help people change their lives by changing their minds, through treatment with psychedelics. It is tackling one of the biggest health issues the world is facing right now: obesity. It’s an epidemic that is responsible for 37% of the global burden of disease, according to the World Health Organization. NeonMind is engaged in research to develop a patent pending treatment using psilocybin (a complex organic compound found in psychedelic mushrooms) to cause weight loss. It commenced a Preclinical Trial in November 2020 at the

# better

## PLANT SCIENCES

University of British Columbia after Health Canada granted authorization to the Principal Investigator to use psilocybin for NeonMind's PreClinical Trial.

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 has also commercialized a collection of 4 coffees infused with medicinal mushrooms Lion's Mane, Turkey Tail, Reishi and Cordyceps, which are available for purchase in Canada at [www.neonmind.com](http://www.neonmind.com).

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

Better Plant offers a collection of high-efficacy, plant-based products for optimum health and wellness. It creates formulations with the highest quality, natural raw ingredients, combining modern science with nature to create highly-effective, results-driven products for the mind, body and home.

It is a vertically-integrated company with a team whose complementary experience enables acquisition, development, manufacturing, and direct-to-consumer distribution of its products. Better Plant is committed to staying at the forefront of plant-science research and development, and is constantly engaged in research to further expand its portfolio of over 400 proprietary formulations and over 70 SKUs which are currently for sale. Its all natural formulas are designed for health optimization, all without chemicals or harmful ingredients. Better Plant also supports and develops companies with products or services that can help create a better planet, with healthier and happier people. Its minority owned subsidiary NeonMind Biosciences is developing treatments with psychedelics and has commercialized a line of plant-based coffees infused with health optimizing medicinal mushrooms which are for sale at

# better

PLANT SCIENCES

www.neonmind.com. Better Plant operates the direct to consumer platforms www.getjusu.com and www.urbanjuve.com.

For more information about Better Plant, visit [betterplantsciences.com](http://betterplantsciences.com) or follow [@betterplantsciences](https://www.instagram.com/betterplantsciences) on Instagram.

***Investor Relations Contact:***

*Penny White, President & CEO  
Ali Dumanski, Director of Investor Relations*

invest@betterplantsciences.com  
1-833-514-2677

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

***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 closing of the NeonMind IPO, the listing of NeonMind on the Exchange, 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*

# better

PLANT SCIENCES

*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.*