

Better Plant Appoints Gabriel Villablanca as Vice President of Marketing

Vancouver, British Columbia--(Newsfile Corp. - March 2, 2021) - **Better Plant Sciences Inc. (CSE: PLNT) (OTCQB: VEGGF) (FSE: YG3)** ("Better Plant" or the "Company") is pleased to announce the appointment of Gabriel Villablanca as its Vice President of Marketing. Villablanca previously held the position of Director of eCommerce and will assume duties as VP of Marketing immediately. In this role, he will be responsible for leading marketing strategy as Better Plant's brands continue to expand.



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"Gabriel's extensive experience in eCommerce and digital marketing across an array of brands is a huge asset to Better Plant," said Penny White, CEO of Better Plant. "We have plans to expand our offering of plant-based products while building a more entertaining, customized and rewarding digital experience for our customers. eCommerce is a key aspect of our sales strategy and Gabriel will play a crucial role in elevating our marketing programs across all platforms."

Villablanca brings more than 13 years of expertise in directing digital marketing efforts for B2B and B2C brands across North America, Europe and Australia with a proven track record of driving business results through innovative campaigns and building high-performance teams. Most recently, he held the role of Digital Marketing Director for O2E Brands for over six years. During his time there, he led digital marketing efforts for a range of well-recognized consumer brands including 1-800-JUNK?, You Move Me, WOW 1 DAY PAINTING and Shack Shine.

"I am incredibly excited to take on this new role with the Better Plant team as Vice President of Marketing," said Villablanca. "In the coming months I will focus on fine tuning our marketing processes in several major areas: refining our customer journey, core values, acquisition strategies, and how we can further use data to make better marketing decisions."

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 its products. Its all-natural products vary from juice cleanses to home products to personal care products, all without chemicals or harmful ingredients. It has an extensive catalogue of over 400 proprietary plant-based product formulas. Better Plant currently has over 70 plant-based products for sale through eCommerce and/or in retail stores under the brands Jusu, Urban Juve, and Wright & Well. Better Plant also offers operational and support services to companies in which it has an equity interest. Better Plant also owns approximately 27.7% of NeonMind Biosciences Inc. (CSE: NEON).

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

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

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